

**MAHSA AVENUE INTERNATIONAL COLLEGE**  
DK263(W)

**Success Begins  
With a Great Idea,  
Design Yours Now**

**MAIC**

MAHSA AVENUE  
INTERNATIONAL COLLEGE

DK263(W)



**MAIC**

MAHSA AVENUE  
INTERNATIONAL COLLEGE

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Jalan Ilmu off Jalan Prof. Diraja Ungku Aziz,  
59100 Kuala Lumpur

🕒 Monday - Friday  
9.00 AM - 6.00 PM

**School of  
Creative Media  
& Technology**

**Diploma in Graphic Design**  
KPT/JPS(R2/213/4/0156)MQA/A8157 10/23

**Diploma in Multimedia**  
KPT/JSN(N/213/4/0363)MQA/PA12890 04/27

**Diploma in Mass Communication**  
KPT/JPS(R/321/4/0151)MQA/FA4723 12/29

**Diploma in Information Technology**  
KPT/JPS(R2/481/4/0660)MQA/A5677 10/25

**Certificate in Creative Design**  
KPT (N/214/3/0189)

## MAHSA Passport



Professional Industry-Driven Education (P.R.I.D.E) is MAHSA Group specially designed education pathway that give students the best of both academic and professional certifications. Students have the opportunity to gain professional skills through various programmes from MAHSA's collaborations with internationally recognised professional bodies. P.R.I.D.E increases the employability rate of our fresh graduates and puts them on par with the rest of the professionals in the world.

## Onward to Success

### **Masterclasses**

Students of this programme are eligible to gain add-on certification in masterclasses. There are more than fifty masterclasses to choose from to further enhance the student's employability with the Industrial Revolution 4.0.

### **Professional Courses**

Through MAHSA's collaboration with internationally recognised professional bodies, students will earn certifications that enhance their professional skills and increase their employability.

## Excellent Amenities



IT Lab



Mac Lab



Graphic Studio



Photography Studio



Audio Visual Room



Classrooms



Student Lounge



Signature Cafe



Swimming Pool



KEDAI

## Why Study with Us?

**Dynamic & Industry-Related Curriculum**



**Innovative & Creative Teaching Approach**



**Strategic Location & Excellent Amenities**



**Internship Opportunities with Industry Partners**



**Personalised Student Support**



## Student Testimonial

### **Diploma in Graphic Design**

"The lecturers are highly qualified professionals with an extensive industrial background. They are always ready to share their knowledge and experience with students, especially the change in market demand."

CHU SHIRLEY  
Alumnus Diploma in Graphic Design.

### **Diploma in Multimedia**

"I've been interested in photography, video editing, and new media. My interest was piqued by the way that MAHSA Avenue International College have incredible facilities, which is my favorite aspect of this college."

MUHAMMAD RIFQI  
Diploma in Multimedia

### **Diploma in Mass Communication**

"Seven semesters with MAIC have shaped me well, especially as a graduate of mass communications. I was not surprised to step into the industry as we already had the exposure to the mass media industry earlier."

NURHAFIZAH ABD MALIK  
Alumnus Diploma in Mass Communication

### **Diploma in Information Technology**

"From time to time, we have to attend a series of lectures given by industry experts. This experience had led to a new dimension of learning which is more engaging and extraordinary."

TAN JIE YING  
Alumnus Diploma in Information Technology

# Diploma in Mass Communication

KPT/JPS(R/321/4/0151)MQA/FA4723 12/24

## Programme Overview

The world has witnessed a phenomenal and unprecedented explosion in communication technology and media. The transcended boundaries and the entire global community have been brought together into one unified whole. Mass communications becomes relevant as a stream of studies and a career. This field is now not limited to journalism alone. It is not only a high-paying but brings about a great deal of job satisfaction with the freedom to express creativity. The new media platforms have a high demand for mass communication graduates, especially for creative content development.

## Programme Structure

### Year One

- Introduction to Mass Communication
- Principles of Journalism
- Human Communication
- Introduction to Public Relations
- Public Speaking
- Fundamental of Management
- Principles of Broadcasting
- Introduction to Visual Communication
- Introduction to Communication Theory
- Photography
- Co-Curricular Project
- Penghayatan Etika dan Peradaban /Bahasa Melayu Komunikasi
- Essentials of Modern Age & Digital Skills
- Qualitative & Creative Thinking /Bahasa Kebangsaan A

### Year Two

- Fundamental of Intercultural Communication
- Introduction to Advertising
- Consumer Behaviour
- Principles of Marketing
- Introduction to New Media
- Media Law and Ethics
- News Writing & Reporting
- Script Writing
- Publication Design
- Web Design
- Communication Technology
- Marketing Communication
- Event Management
- Ethos of Life for Self & Society

### Year Three

- Industrial Placement

## Career Opportunities

- Advertising & Promotion Executive
- Audio/Video Assistant Producer
- Brand Executive
- Broadcast Executive
- Campaign Executive
- Copywriter
- Writer
- Corporate Communications Executive
- Public Relations Executive
- Marketing Communication Executive
- Journalist

## Entry Requirements

PROGRAMME	STPM	SPM	STAM	UEC	O-LEVEL	SKM	ADDITIONAL REQUIREMENTS
DIPLOMA IN MASS COMMUNICATION	Grade C in any subject	3 credits in any subject	Minimum grade of Maqbul	Grade B in 3 any subjects	Grade C in 3 any subjects	Pass Level 3 in related field	Pass in BM & Sejarah in SPM. Credit in English

\*5.0 in IELTS requirement for International Students

## Progression Pathway

SPM / STPM / STAM / SKM (Level3) / Certificate

