

IJAZAH SARJANA MUDA PERHUBUNGAN AWAM DENGAN MEDIA KONTEMPORARI

SEMESTER 1		
Kod Kursus	Nama Kursus	Jam Kredit
PBI10102	English for Communication 1	2
PBI10202	English for Communication II	2
PBI XXX	Bahasa Asing	2
MPU33012/MPU33022	Ilmu Wahyu dan Sains / Moral dan Etika	2
MPU31062	Falsafah dan Isu Semasa	2
MPU31072/ MPU31032	Penghayatan Etika & Peradaban / Malaysian Studies	2
MPU33032 / MPU33042	Ilmu Wahyu dan Kemasyarakatan / Perbandingan Agama II	2
MPU32092	Asas Pembudayaan Keusahawanan	2
XXX	Kokurikulum	3
JUMLAH JAM KREDIT		19

SEMESTER 2		
Kod Kursus	Nama Kursus	Jam Kredit
BKM10103	Theories of Communication	3
BKM10203	Introduction to Mass Communication	3
BKI10203	Bahasa Melayu Komunikasi	3
BKM10303	Intercultural Communication	3
BKM10403	Public Relations Foundations	3
	Elektif 1	3
JUMLAH JAM KREDIT		18

SEMESTER 3		
Kod Kursus	Nama Kursus	Jam Kredit
BKC10503	Introduction to Contemporary Media	3
BKM20703	Public Relations Techniques	3
BKM20803	Communication Law and PR Ethics	3
BKM20903	Persuasion and Propaganda	3
XXX	Elektif 2	3
JUMLAH JAM KREDIT		15

SEMESTER 4		
Kod Kursus	Nama Kursus	Jam Kredit
BKM21203	Strategic Corporate Communication	3
BKC21303	Digital Storytelling	3
BKM21403	Strategic Brand Communication	3
BKM21503	Managing Public Relations Campaign	3
BKM21603	Writing for Contemporary Media	3
XXX	Elektif 3	3
JUMLAH JAM KREDIT		18

SEMESTER 5		
Kod Kursus	Nama Kursus	Jam Kredit
BKM30903	Negotiation in Public Relations	3
BKM31003	Strategic Media Relations	3
BKM31103	Crisis Communication Management	3
BKM31203	Communication Research Methods	3
BKM31303	Public Relations Writing	3
BKM31403	Case Studies in Public Relations	3
JUMLAH JAM KREDIT		18

SEMESTER 6		
Kod Kursus	Nama Kursus	Jam Kredit
BKM31503	Data Reasoning	3
BKM 31603	Event Management	3
BKC31703	Digital Photography	3
BKM31806	Final Year Project	6
JUMLAH JAM KREDIT		15

SEMESTER 7		
Kod Kursus	Nama Kursus	Jam Kredit
BKM40906	Corporate Social Responsibility (WBL)	6
BKC41006	Digital Multimedia Advertising	6
JUMLAH JAM KREDIT		12

SEMESTER 8		
Kod Kursus	Nama Kursus	Jam Kredit
BKM41106	Integrated Marketing Communication (WBL)	6
BKC41206	Digital Publishing and Design (WBL)	6
JUMLAH JAM KREDIT		12

JUMLAH JAM KREDIT KESELURUHAN

127

