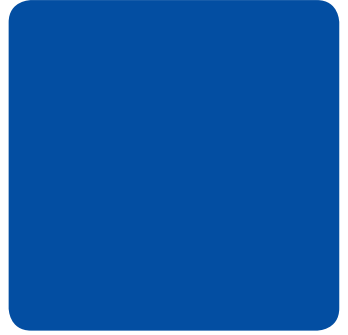




# COMMUNICATION



2018 EDITION



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# MESSAGE FROM THE DEAN

Technology is one of the driving forces that moves the modern world. Central to this is communication. How well can we transmit and exchange information, ideas and feelings from one person to another, or to a large audience? However, the abundant evidence of problems related to communication failures from business and industrial management cases suggests that there are barriers to effective communication among humans.

This is true in a person's ability to communicate effectively his or her intentions, ideas and opinions. Failure in effective communication leads to confusion, misunderstanding, and ultimately misdirected plans and actions. Before we can truly comprehend the art of human communication, advances in computing and communications technology have added to the complexity. The transformation of computer, television and telephone into new communication technologies and products necessitates a greater need for understanding in using these new products, and managing innovation and change.

The Faculty of Communication at HELP University aims to instill in its graduates an understanding of the process and practice of mass communication and the ability to exploit and adapt to new products and services in an environment where more than 70 percent adult Malaysians view TV every day, 55.9 percent are constantly on online social networks, and people on average spend 24 hours per week communicating online.

I am ever mindful that besides the importance of understanding communication, we also need to know how the conduit of mass communication – the media – functions and evolves in a culture of innovation. From newsprint delivery, many newspapers now have online editions; from just two TV channels in the early 1980s, Malaysians now have seven free-to-air TV channels, more than 125 TV satellite channels, and not less than 67 radio stations. Thus, those who study communication and the associated media are in for an exciting time.

Our students will be assisted by academic staff who have a good blend of specialisation in communication and working experience, thereby ensuring students gain professional growth and personal enrichment. We continuously evaluate and update our communication courses so that they stay current and relevant to the evolving professional and personal needs of our students, and fulfil the expectations of the industry. Our facilities are also constantly upgraded to keep up with today's ever-changing communication industry.

We also realise that we are a part of a community. As we improve our country's education quality in collaboration with the government, businesses, local and foreign universities, and society at large, we continue promoting a philosophy of lifelong education for all - in a setting that inspires students, academicians, and other employees to achieve their personal best.

To all my colleagues, I thank you for your sacrifices and contributions. I look forward to your continuing support as we chart the future together. To all our students, accept HELP University as a place where education is fun and constantly challenging, and where dreams become a reality.

**Dr Khairuddin Othman**  
**Dean, Faculty of Communication**



# WHAT IS COMMUNICATION?



**Communication is an exciting and rapidly growing area of study in today's technologically-advanced and interconnected world.**

Communication deals with the masses using print, broadcast and digital media, including newspapers, magazines, television, radio and the Internet.

Communication enhances our oral, written and visual communication skills – the essential skills which employers look for.

Hence, the career choices for communication graduates are incredibly diverse and include banking, agriculture, manufacturing, government, healthcare, tourism and hospitality, and social programmes.

A communication specialist can work in human resource, advertising, publications, research and development, sales and marketing, broadcasting and training.

Communication allows one to develop persuasive skills and strengthens the capacity for critical and analytical thinking in diverse social, cultural, legal and ethical contexts.

However, given the wide spectrum of communication, some degree of specialisation is expected of practitioners. HELP University enhances your marketability through three concentrations: public relations, marketing communication and media studies.

The three degrees awarded by HELP University - BComm (Hons) Public Relations, BComm (Hons) Marketing Communication and BComm (Hons) Media Studies) - will clearly indicate that you have taken sufficient subjects in your specialisation and prospective employers are assured you are prepared to fit into your job and build and enhance your career.

The path to success is as unique as you are. At HELP University, we offer you a learning experience that enhances your career development, lifetime values and personal fulfilment. So don't hold back, let us HELP you succeed and live a life of significance through our Bachelor of Communication (Honours) programs today.

We'll HELP you get there.

## **Statement from Industry**

“Based on my observation and conversations with them, I can confidently say HELP students are well groomed for the working world.” – **Lee Poh Sim, Ogilvy & Mather Kuala Lumpur**





# WHY A HELP BACHELOR OF COMMUNICATION (HONS) DEGREE?



- A **three-year honours programme** that emphasises the practical applications in contemporary communication settings
- Our courses are designed to give you a balanced portfolio of **communication theory, research and practice** in your chosen area of specialisation, giving you an edge over your competitors
- Integrated classroom lectures and guest speakers taking you **beyond textbooks** to see theories and strategies in action
- Sixty-percent of your grades will come from projects, which are assessed based on your idea, planning and execution. Field trips and actual project involvement are also an essential part of our teaching methods
- Don't limit yourself to the 'what' but also about 'who' you know. We offer opportunities to our students to meet with many industry professionals. That network list will come in handy when you seek out your first job
- **Express yourself with the 3Cs –Creativity, Curiosity and Critical Thinking.** The 3Cs are a recurrent component in all our communication subjects because you will constantly be seeking accurate information, turning hard facts into captivating copy, adapting information for different audiences etc. That is a long list and helping our students hone the 3Cs is what we do
- **Practical training through internship** to give you an opportunity to apply the principles and skills learned, and demonstrate competency under the guidance of a specialist in the field of communication, focusing on current issues in communication to strengthen your degree relevance
- A **vibrant student life** with active student clubs, sporting events, film festivals, guest lectures, student camps and exchange programmes
- Fancy hosting your own campus radio show or filming your own video but do not possess the right tech to do so? Our radio and film studio offers students the opportunity to explore their interests outside their studies by providing them the tools and the technical know-how
- Credit transfer arrangements into second and/or third year at various prominent universities in the UK and Australia

## Undergraduate

### PROGRAMME DETAILS

3-year Honours programme  
36 subjects to be completed in a minimum period of 3 years

### ENTRY REQUIREMENTS

HELP Foundation in Arts/ Foundation in Science; or  
2 STPM Grade C/2 A-Level passes; or  
5 Bs (including English) in Senior Middle 3 (UEC); or  
5 CPU passes with a minimum average of 50%; or  
5 SAM/TEE examination passes with a university aggregate of 50%; or  
Minimum 24 points in International Baccalaureate; or  
Matriculation/Foundation with minimum CGPA of 2.00; or  
A Diploma or its equivalent with minimum CPA 2.00; or  
Equivalent qualification

And

3 SPM/O-Level credits (including credit in English) and a pass in SPM Bahasa Malaysia and Sejarah (for Malaysians only)

### International students only

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they are first to enroll in the university Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enroll in the faculty programme.

### ASSESSMENT

Coursework and assignments 60%  
Written examination 40%

### INTAKES

January / May / August / October\*

\*Special intake for international students only



## Bachelor of Communication (Marketing Communication) (Hons)

KPT/JPS (R/321/6/0146) (A6244) 03/20

Marketing communication specialists today are an integral part of any marketing team. Moving beyond the boundaries of traditional advertising and marketing majors, this course incorporates aspects on understanding one's consumers and how their perceptions are formed surrounding the product's attributes. Utilising that knowledge, the programme also further introduces you to the various strategies of promotions, brand management, product launches and merchandising, among others. These combined elements enable students to effectively communicate information to current and prospective customers about products or services in the market, as well as execute launching of new brands or rebranding.

### YEAR ONE

- MCH 102 Public Speaking
- MCH 101 Introduction to Mass Communication
- MCH 100 Social and Business Communication
- MCH 152 Introduction to Media Writing
- MCH 106 Information Tech, Mass Media and Society
- HAA 102 Introduction to Design
- HEC 101 Introduction to Micro-economics
- HEC 102 Introduction to Macro-economics
- MCH 150 Introduction to Marketing Communication
- 2 Year One Free Elective subjects

### MPU 1

- Local Students
- MPU3123 Tamadun Islam dan Tamadun Asia (TITAS)
- MPU3113 Hubungan Etnik

### International Students

- MPU3173 Malaysian Studies 3 / Pengajian Malaysia 3
- MPU3143 Bahasa Melayu Komunikasi 2

### YEAR TWO

- MCH 215 Intercultural Communication
- MCH 250 Communication Theory
- HSO 210 Social Research Methods
- MCH 208 Communication in the Workplace
- HBA 200 Business Administration
- MCH 206 Graphic Design
- HBA 212 Principles of Advertising
- MCH 260 Advanced Marketing Communication
- MCH 214 Advertising Copywriting
- 2 Year Two Free Elective subjects

### MPU 2 - choose 1

- MPU3213 Bahasa Kebangsaan A\*
- MPU3223 Leadership and Life Skills
- \* For local student who did not have credit in BM SPM

### YEAR THREE

- MCH 317 Publication Design
- MCH 390 Honours Thesis
- MCH 396 Practicum
- MCH 314 Communication Law and Ethics
- HBA 318 Consumer Behaviour
- MCH 321 Media Marketing
- MCH322 Advertising Campaigns Activities
- 2 Year Three Free Elective subjects

### MPU 3 - choose 1

- MPU3353 Personal Financial Planning in Malaysia
- MPU3363 Issues of Social Media in Malaysia Society

### MPU 4 - choose 1

- MPU3412 Co-curriculum - Sports 2
- MPU3422 Co-curriculum - Community Service 2
- MPU3432 Co-curriculum - Event Management 2









## Bachelor of Communication (Media Studies) (Hons)

PT/JPS (R/321/6/0145) (A6242) 03/20

If you have an innate desire to pursue a career in film, television, print and/or digital communication, then this specialisation is the right option for you. The media studies programme takes an integrated approach and a broader look at media in all its forms, so that our graduates are prepared for both traditional and non-traditional media careers.

Our curriculum allows students to creatively express themselves via journalistic writing and editing for various media platforms, communicating ideas through short films, documentaries, photography and design, as well as media management and marketing.

### YEAR ONE

- MCH 102 Public Speaking
- MCH 101 Introduction to Mass Communication
- MCH 100 Social and Business Communication
- MCH 152 Introduction to Media Writing
- MCH 106 Information Tech, Mass Media and Society
- HAA 102 Introduction to Design
- MCH 120 Introduction to Film
- MCH 108 Digital Photography Techniques
- MCH 110 Video Production Techniques
- 2 Year One Free Elective subjects

### MPU 1

- Local Students
- MPU3123 Tamadun Islam dan Tamadun Asia (TITAS)
- MPU3113 Hubungan Etnik

International Students

- MPU3173 Malaysian Studies 3 / Pengajian Malaysia 3
- MPU3143 Bahasa Melayu Komunikasi 2

### YEAR TWO

- MCH 215 Intercultural Communication
- MCH 250 Communication Theory
- HSO 210 Social Research Methods
- MCH 208 Communication in the Workplace
- MCH 210 Writing for Broadcast and New Media
- MCH 212 Documentary Production Techniques

- MCH 221 Media Relations and Management
- MCH 251 Theories of Media
- MCH 280 News Writing and Reporting
- 2 Year Two Free Elective subjects

### MPU 2 - choose 1

- MPU3213 Bahasa Kebangsaan A\*
- MPU3223 Leadership and Life Skills
- \* For local student who did not have credit in BM SPM

### YEAR THREE

- MCH 317 Publication Design
- MCH 390 Honours Thesis
- MCH 396 Practicum
- MCH 314 Communication Law and Ethics
- MCH 380 News Editing
- MCH 333 Feature Writing
- MCH 321 Media Marketing
- 2 Year Three Free Elective subjects

### MPU 3 - choose 1

- MPU3353 Personal Financial Planning in Malaysia
- MPU3363 Issues of Social Media in Malaysia Society

### MPU 4 - choose 1

- MPU3412 Co-curriculum - Sports 2
- MPU3422 Co-curriculum - Community Service 2
- MPU3432 Co-curriculum - Event Management 2



# Bachelor of Communication (Public Relations) (Hons)

KPT/JPS (R/342/6/0117) (A6243 ) 03/20

Public Relations practitioners in today's growing industry are in need of critical thinkers who are able to work strategically, responsibly and sensitively in dynamic environments. This programme explores the conceptual aspects of public relations while emphasising the development of students' written and presentation communication skills. Its courses also focus on honing their analytical research skills, project planning and execution, problem-solving, as well as providing an understanding of the current working environment.

## YEAR ONE

- MCH 102 Public Speaking
- MCH 101 Introduction to Mass Communication
- MCH 100 Social and Business Communication
- MCH 152 Introduction to Media Writing
- MCH 106 Information Tech, Mass Media and Society
- HAA 102 Introduction to Design
- MCH 121 Public Relations
- MCH 150 Introduction to Marketing Communication
- MCH 125 Introduction to Sociology
- 2 Year One Free Elective subjects

## MPU 1

- Local Students
- MPU3123 Tamadun Islam dan Tamadun Asia (TITAS)
- MPU3113 Hubungan Etnik
- International Students
- MPU3173 Malaysian Studies 3 / Pengajian Malaysia 3
- MPU3143 Bahasa Melayu Komunikasi 2

## YEAR TWO

- MCH 215 Intercultural Communication
- MCH 250 Communication Theory
- HSA 210 Social Research Methods
- MCH 208 Communication in the Workplace
- MCH 230 Public Relations Case Studies
- MCH 240 Public Relations Management

- MCH 241 Public Opinion and Propaganda
- MCH 251 Theories of Media
- MCH 231 Public Relations Writing
- 2 Year Two Free Elective subjects

## MPU 2 - choose 1

- MPU3213 Bahasa Kebangsaan A\*
- MPU3223 Leadership and Life Skills
- \* For local student who did not have credit in BM SPM.

## YEAR THREE

- MCH 317 Publication Design
- MCH 390 Honours Thesis
- MCH 396 Practicum
- MCH 314 Communication Law and Ethics
- MCH 316 Public Relations Audit
- MCH 360 Public Relations Strategies and Campaign
- MCH 370 Crisis and Issues Management
- 2 Year Three Free Elective subjects

## MPU 3 - choose 1

- MPU3353 Personal Financial Planning in Malaysia
- MPU3363 Issues of Social Media in Malaysia Society

## MPU 4 - choose 1

- MPU3412 Co-curriculum - Sports 2
- MPU3422 Co-curriculum - Community Service 2
- MPU3432 Co-curriculum - Event Management 2

## Diploma in Communication

KPT/JPS (N/321/4/0121) (MQA/FA4419) 03/19

Pursuing a Diploma in Communication will open up a wide career scope with opportunities for further studies in multiple communication disciplines such as journalism, filmmaking, design, public relations and marketing communication. With small class sizes for better focus, the course is designed to provide the foundation in critical thinking and creativity. Upon successful completion of the Diploma in Communication, a pathway to HELP University's Bachelor of Communication (Hons) with a choice of three majors (Media Studies, Public Relations and Marketing Communication) is made available to students. Selected subjects are also credited to the degree, thereby shortening the duration of the student's bachelor studies.

### PROGRAMME DETAILS

- 2-year programme
- 26 subjects to be completed in a minimum period of 2 years

### ENTRY REQUIREMENTS

- A pass in SPM or its equivalent, with a minimum of 3 credits in any subject, including English; or
- 3 O-Level credits or 3 Bs (including English) in Senior Middle Three (UEC) or equivalent
- A pass in STPM or its equivalent, with a min Grade C in any subject
- A Certificate or its equivalent

### International students only

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they are first to enroll in the university Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enroll in the faculty programme.

### ASSESSMENT

- Coursework and assignments 60%
- Written examination 40%

### INTAKES

January/March\*/May/August

\*Special intake for new students only

### LIST OF SUBJECTS

#### Year 1 - Core Subjects

DMCH1013	Introduction to Mass Communication
DMCH1023	Human Communication
DMCH1033	Public Relations
DMCH1044	English for Academic Purposes
DMCH1053	Public Speaking and Presentation Skills
DMCH1064	Digital Photography Techniques
DMCH1074	Creative Media Production

DMCH1084	Broadcast and New Media
DMCH1094	Introduction to Marketing Communication
DMCH1103	Advertising
DMCH1113	Writing for Mass Media
DMCH1123	Graphics and Publication Design
DMCH1133	Principles of Journalism

#### Year 2 - Core Subjects

DMCH2013	Introduction to Entrepreneurship
DMCH2024	Media, Technology and Society
DMCH2033	Social & Business Communication
DMCH2043	Communication in the Global Workplace
DMCH2054	Event Management
DMCH2063	Introduction to Research
DMCH2074	Multimedia Design
DMCH2083	Introduction to Translation
DMCH2098	Internship

#### Subjects (MPU Compulsory):

##### Year 1 - MPU 1

MPU2163	Malaysian Studies 2 (for local Students)
MPU2133	Bahasa Melayu Komunikasi 1 (for International Students)

##### MPU 2 – choose 1

MPU2213	Bahasa Kebangsaan A*
	*For local student who did not have credit in BM SPM
MPU2233	Public Speaking Skills for Broadcasting
MPU2243	Critical Thinking Skills

##### Year 2 – MPU 3

MPU2323	Malaysian Film Industry
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##### MPU 4 – choose 1

MPU2412	Co-Curriculum – Sports 1
MPU2422	Co-Curriculum – Community Services 1
MPU2432	Co-Curriculum – Event Management 1

## State-of-the-art studios

The Faculty of Communication is equipped with professional and industry standard broadcast studios and equipment to enhance the quality of its media, PR and communication graduates for ready employment anywhere.

### The equipment includes:

- Panasonic AVCHD cameras with interchangeable lenses
- iMac editing suites with Final Cut Pro editing software
- Dolly tripods and steady tripods
- Tungsten spotlights and fluorescent lights for 3-point lighting
- Boom microphone with cover and pole
- Wireless microphones with receiver and transmitter
- Canon EOS 60D DSLR cameras with full HD filming capability

All this equipment supports the making of films, TV commercials and corporate videos - an invaluable resource that supports effective teaching and learning.

### HELP Radio Station

As a broadcast station, HELP Radio delivers programmes via live streaming. It will facilitate closer communication and information dissemination among the HELP fraternity, and between HELP and the public.

The HELP Radio studio is a showcase of cutting-edge equipment and facilities enabling simultaneous multi-party communication and interaction at the flick of a switch. Besides live talk programs, the studio is equipped with devices to load songs and other music resources. HELP Radio can be accessed via <http://www.helpradio.esy.es>





# OUR ACHIEVERS/ ALUMNI SAY...



“ Studying at HELP University brought an added value to my personal life. I have great memories of my years there thanks to the quality of the courses and the lecturers. I was able to secure a job even before the end of my studies. I would recommend HELP University to those who are looking for a good private university.”

**Josephine Sin Wyn Fong**  
BCom (Hons) Public Relations  
Associate Executive at Edelman  
Malaysia



“ It took me one short semester to realise that I am on the right path. Coming to HELP was an honest coincidence, but never a mistake. We are taught to recreate things from what we learned. Courses are made to prepare me as a better individual.”

**Chin Meng How, Malaysia**  
BCom (Hons) Marketing  
Communication Year 3



“ It was a great experience to be able to study in HELP University. The lecturers will really go out their way to help students achieve their dreams. They had given me countless opportunities to grow and to find my potential not only as a student but also as a person in general. The amount of guidance and effort they put in really shows the amount of passion they have towards teaching. It was an honour to be able to learn from such amazing people. Not to forget the friends I made in HELP, it was a great 3 years of fun.

**Lee May Yan**  
BComm (Hons) Marketing  
Communication  
Recipient First Class Hons award



“I am actively involved in HELP's Radio Club. As a media student, this is an opportunity for me to get the experience that cannot be taught in classrooms. Apart from learning about the media, we are given the chance to take other subjects from other Communication majors like Public Relations and Marketing Communication, which will give us that extra "boom" that we may need in the future.

**Tryphena Chin Xiao Huey, Malaysia**  
**BCom (Hons) Media Studies**  
**Year 3**



“Studying at HELP has given me lots of opportunities to try different things. I've had the most fun organising and participating in events like the HELP Film Festival and Halloween Massacre Night. I prefer practical work so I'm glad that we have a well-equipped film and radio studio. Someday I'll probably look back and think to myself, "This is where it all began.”

**Tiara Jane Anchant, Malaysia**  
**BCom (Hons) Media Studies Year 3**



“They say, “all work and no play makes Jack a dull boy” but studying at HELP was all things but that! Instead, it gave me a good balance between studying and also being involved in other activities. From organising HELP Film Festival to being actively involved in the Student Council, HELP definitely made my university life memorable. HELP also unlocked various opportunities for me as our program was a mix between learning theoretical knowledge and putting it into practice in the working world. This really helped set a good foundation when I joined the work force!

**Liyana Sobri**  
**BComm (Hons) Marketing Communication**  
**Recipient First Class Hons award**

“ Studying at HELP University has been an experience to remember. I completed my Bachelor of Communication in Marketing Communication with the help of capable hands-on lecturers. They are helpful and supportive and have no issues sharing their experiences.

**Jessica Funk**  
**BCom (Hons) Marketing Communication**  
**Account Executive at Ogilvy & Mather**





HELP BComm Graduation | April 2017

## Internship Opportunities

- Airtime Management and Programming
- Asian Institute for Development Communicatio (AIDCOM)
- Bloomingdale Advertising
- Blulnc Media
- Brandthink PR
- BR Property Holdings
- Catcha Lifestyle Publications
- Exxon Mobil
- Evo Pictures
- FP Avante
- Hikayat Media
- KPMG
- Kyanite.TV
- Leo Burnett Advertising
- Malaysiakini.com
- Malaysian National News Agency (Bernama)
- Media Access Advertising
- Media Prima
- Mongoose Publishing
- Myc!
- New Straits Times
- NTV7
- Ogilvy & Mather
- Penumbra Commun-ications
- Phenomenon Entertain-ment and Events
- RTM
- Sistem Televisyen Malaysia (TV3)
- Sledgehammer Communications
- Sony (Malaysia)
- Red.fm
- Stylekandi
- Text100 Malaysia
- The Lanai Langkawi Beach Resort
- The Star
- WHO Malaysia

## Career Options

### PR

- Press Agencies
- Media Relations
- Investor Relations
- Crisis Management
- Public Affairs/Government Relations
- Staff/Employee Relations
- Consumer Relations
- Industrial Relations
- International Relations
- Community Relations
- Development/Fundraising
- Product Launching
- Event Management

### Marketing Communication

- Marketing Planning
- Advertising
- Public Relations
- Event Marketing
- Broadcasting and Publishing
- Investor Relations
- Sales and Promotions
- Database Marketing

- Market Research
- Non-profit Organisations
- Branding and Product Planning
- Client Servicing
- Media Planning and Buying
- Copywriting

### Media Studies

- Journalism
- Media Management
- Press Attaché
- Filmmaking
- TV Commercials
- Publishing
- Broadcasting
- Cinematography
- Public Affairs
- Corporate Writing
- Speech Writing
- Scriptwriting
- Photojournalism
- Public Relations
- Corporate Communications



# CREDIT TRANSFER PROGRAMME

## AUSTRALIA

### Queensland University Technology (QUT) Bachelor of Creative Industries (1+2) OR 2+2\*

- Art & Design History
- Creative and Professional Writing
- Dance Studies
- Drama
- Entertainment Industries
- Fashion Communication
- Film, TV and Screen
- Interactive and Visual Design
- Journalism
- Media and Communication
- Music

### Bachelor of Media & Communication (1+2) OR 2+2\*

#### Murdoch University, Australia

##### Bachelor of Arts (1+2)

For MS students only

- Communication & Media Studies
- Journalism
- Photography
- Screen Production

For MC students only

- Graphic Design
- Web Communication

For PR students only

- Public Relations

#### The University of Queensland

##### Bachelor of Communication (1+2)

#### Macquarie University

##### Bachelor of Media (2+2)\*

- Digital Design
- Journalism and Non-Fiction Writing
- Media Studies
- Public Relations and Social Media
- Radio, Digital Audio, Broadcast Production
- Screen Practice and Production
- Screen, Sound and Performance

##### Bachelor of Media (1.5+1.5)

For MS students only

- Media Studies
- Journalism and Non-Fiction Writing

For PR students only

- Public Relations and Social Media

#### University of South Australia

##### Bachelor of Communication and Media (2+2)\*

##### Bachelor of Communication and Media (2+1)

#### University of Sunshine Coast, Queensland

##### Bachelor of Communication (2+1)

##### Bachelor of Communication (2+2)\*

#### The University of New South Wales

##### Bachelor of Media (1+2)

For PR students only

- Public Relations and Advertising

For PR students only

- Screen and Sound Production

#### Deakin University

##### 1+2 Programme

- Bachelor of Arts (Public Relations)
- Bachelor of Arts (Media and Communication)

#### Charles Sturt University

##### 2+1 Programme

- BA Communication (Advertising)
- BA Communication (Public Relations and Organisational Communication)

#### Bond University

##### 1+2 Programme

- Bachelor of Arts (Communication)
- Bachelor of Arts (Journalism)
- Bachelor of Arts (Public Relations)

#### University of Melbourne

##### 1+2 Programme

- Bachelor of Arts

#### Edith Cowan University

##### 1+2 Programme

- Bachelor of Communication
- Bachelor of Creative Industries

## UNITED KINGDOM

#### Hertfordshire University

##### 2+1 Programme

- BA (Hons) Mass Communication (Media Cultures)

\* progression from Diploma in Communication

## HELP Student Placement Centre

- Assists and guides students on overseas study options in Australia, UK, New Zealand, USA, Canada etc
- Provides advice on tuition fees, living expenses, entry requirements, application procedures, accommodation application, visa requirements and documentation, flight reservations and pre-departure briefings
- Advice on scholarship opportunities
- SPC staff are highly experienced counsellors with many years of service in placing students in the ideal universities
- Application fees to universities may be waived if applications are made through the HELP Student Placement Centre

For more details, please contact Josephine Chong @ 03-2716 2000



# CLUBS & SOCIETIES



## BComm Voice Student Council



The BComm Voice Student Council is a student representative body working in partnership with the faculty through various avenues. Their key roles are facilitating communication between the faculty and the students, actively working with communication clubs IPRMSA, CPS and the HELP Radio Club in organising events etc. BComm Voice serves as a platform for students to demonstrate their leadership qualities as well as their ability to promote team spirit as a whole.

## Radio Club



The HELP Radio Club is our campus online streaming radio station broad-casting from the studio at Wisma HELP. Members are equipped with the practical skillset to manage a radio station along

with its programmes. Additionally, members are also presented with the rare opportunity to conceptualise and implement radio broadcast programmes as well as going live on-air! Currently, its programmes cover a wide spectrum ranging from news, commentaries, sports, young adult, music etc, catering to the interests of students, departments, faculty and administration of the university.

## IPRMSA



The Institute of Public Relations Malaysia Student Association (IPRMSA) was established in collaboration with the Institute of Public Relations Malaysia (IPRM), with the common goal of bringing together students who have a collective interest in participating public relations programs. Working together with the communication clubs, IPRMSA offers a platform for students to gain various public relations skills and knowledge that is put into practice, simultaneously

allowing students to foster good relationships with industry professionals.

## CPS



Creative Production Content comes in many forms - photography, graphic design, directing, editing, creating, writing etc. With the numerous avenues existing today, the Creative Productions Society (CPS) aims to provide students the touch and feel of the different aspects of media applications. Bridging the gap between practical and theoretical aspects, CPS seeks to apply its knowledge, skills and ideas through digitally designed art, taking their first step into the creative community. With CPS, it is a constant creative and artistic process that will offer students the opportunity to communicate their ideas that meet industry requirements.

# ACADEMIC TEAM



**Dr Khairuddin Othman**  
PhD (UiTM),  
MSc (Mass Comm) (Boston),  
BA (Mass Comm) (UiTM)  
Dean, Faculty of Communication

Dr Khairuddin has over two decades of experience in the communication industry, having worked at *The News Straits Times*, TV3, *Animated and Production Techniques* and AC Nielsen. He was Chief Executive of Akademi TV3, and Chief Executive Officer of TV3 Ghana, Accra. In education, Dr Khairuddin was Head of Advertising and Broadcasting at Universiti Teknologi MARA (UiTM).



**Kamar Azman Kamaruzaman**  
MSc (Journalism/Advert) (Ohio), BComm (Advert) (UiTM)  
Senior Lecturer

Kamar has worked for over 20 years in the communication industry: in advertising agencies, event management companies and production houses both locally and overseas. He was also a Lecturer at the Faculty of Communication and Media Studies at UiTM. Kamar's expertise and rich experience, especially in Marketing, Communication and Video and TV/Radio Production, enhances students' understanding of current industry practice.



**Floy Yap**  
MA Educational Communication and Technology (New York University),  
BA Mass Communication and Psychology (University of Wisconsin)  
Senior Lecturer

Floy has extensive experience in new media as he once held the post of Senior Management Consultant at East-West Communication Academy; Head of e-Commerce at Acozon.com Sdn Bhd; Assistant Vice President at Malayan Banking Bhd., and Acting General Manager of e-Learning, Net Space Learning Sdn Bhd. Floy is also an experienced trainer of communication, broadcasting, and social media. He was a producer, director, scriptwriter and TV and radio announcer at Astro and RTM's Radio 5 and Voice of Malaysia. He is a senior lecturer of the Faculty of Communication, HELP University. Floy holds a MA in Educational Communication and Technology, New York University, and a BA in Mass Communication and Psychology, University of Wisconsin.



**Asil Esaam Gheblawi**  
MA (Int Relations) (Nottingham),  
B MassComm (Hons) (Public Relations) (UiTM)  
Lecturer

Coming from a family with a deep appreciation of the communication field, Asil knew early on she would work in the industry. After completing her Bachelor's degree at UiTM Shah Alam (majoring in Public Relations), she pursued her Masters in International Relations to hone her PR skills on a global scale. With working experience in healthcare PR and investor relations.



**Carmen Lai Jia Weng**  
MA, Communication Management (University of South Australia)  
Lecturer

Carmen worked for 7 years in the private sector as Events Coordinator in the Bankers' Club, Kuala Lumpur. She was also a Project Coordinator in the WWW Malaysia and as Office Administrator at Levi Strauss & Co. With sufficient industry experience, Carmen then set out a new career. Prior to joining HELP University, in 2009, she was a lecturer at Lim Kok Wing University of Creative Technology, with teaching skills in communication and media technology. Carmen holds a MA in Communication Management, University of South Australia.



**Kavita Vellu**  
MA Corporate Communication (UPM),  
BMM (Advertising Design) Hons (MMU)  
Lecturer

Kavita holds a Bachelor of Multimedia in Advertising Design from Multimedia University and a Masters in Corporate Communication from Universiti Putra Malaysia. She began her career as a creative designer, developing corporate identity and doing publication design for companies. She has conducted workshops on software training, bringing her extensive industry experience to her training.



**Khairuzhar Sahabudin**  
B Mass Comm (Advertising) Hons (UiTM)  
Lecturer

Khairuzhar brings to his job a wealth of experience covering advertising, media and design. He has worked as a copywriter and a part time graphic designer in advertising agencies. He was also an advertising design lecturer with a leading creative university before joining HELP. His research interest is in advertising and visual communication. He is also a self-trained photographer and watercolour artist.



**Nurdiyana Mohd Jonis**  
MA Corporate Communication (UPM),  
BComm (Advertising) (UiTM)  
Lecturer

Nurdiyana has more than 10 years' industrial experience with an extensive communication proficiency across a diverse range of sectors including PR, marketing, publishing and events. She used to spearhead the Corporate Communication activities of several government agencies.



**Robin Tan Gin Kien**  
MSc (Asia Pacific Studies) (Ritsumeikan Asia Pacific University), BA (Mass Comm) (Curtin)  
Lecturer

A whiz in popular media, sociology and Japanese culture, Robin is an explorer, constantly on the lookout for

opportunities to meet new people and see new places. He completed his Master's in Asia Pacific Studies in Japan, specialising in Contemporary Japanese Culture. Robin speaks five languages and has served as a translator in various companies and events.



**Andrew Jason George**  
BComm (Public Relations)  
First Class Hons (HELP)  
Tutor

As a graduate of HELP University with First Class Honours in Bachelor of Communication (Public Relations) 2013, Andrew brings to the Faculty immense knowledge on the supporting facilities that the university can offer its students and experience in his field of study. He did his internship at multinational PR agency Edelman Malaysia before working as a full time PR Executive for two years with a leading sports PR agency, Shekhinah PR. Andrew returned to his alma mater in 2016 to pursue his passion of teaching and sharing his experiences with young minds. Simultaneously, Andrew has enrolled in a research-based postgraduate programme in the field of human communication at Universiti Putra Malaysia to broaden his horizons in the ever-expanding search for human knowledge.



**Geeta Dass**  
BComm (Public Relations) Hons (UTAR),  
Dip MassComm (Journalism) (KTAR)  
Tutor

A major in journalism and public relations, Geeta's principal research interest is in intercultural communication. She is now completing a research thesis on intercultural communication, from a Malaysian perspective. Prior to entering academia, Geeta was involved in corporate communication and in the media business, giving her experience in handling print and digital media.



**Mohd Azhar bin Ismail**  
BA Mass Comm (Advertising) (UiTM)  
Studio Manager / Tutor

Bob Azhar has more than two decades of industrial experience in broadcasting. He is an Avid Certified Instructor and Avid Certified Editor and provides training on nonlinear editing workflow for high-end post productions and for TV stations in Malaysia. In 2014 his skills and expertise gained for him recognition by the Creative Content Industry Guild as a professional editor and as a broadcast industry expert by the Ministry of Human Resources.

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