



SEGi

University

English Language

SEGi UNIVERSITY

Bachelor of Arts (Hons) English and Public Relations

JPT/BPP(N/210/6/0006)(7/16) KD CAMPUS

Unique Features

- 1. Double degree**
In just 3 years, you will graduate with TWO majors – English and Public Relations (PR).
- 2. Get an edge over other graduates with English only or PR only majors**
This is the only PR degree that helps you enhance your mastery of the English language through the study of English grammar, public speaking, literature and linguistics so you are able to use this knowledge to enhance your public relations messages.
- 3. Internship competent**
In the last semester of the programme, you will undergo an internship programme which will help you acquire real-world experience before graduation, giving you an added advantage when applying for employment upon graduation.
- 4. Research component**
You will learn basic research skills that will be valuable in your future role as a PR practitioner, as well as in your studies at the postgraduate level.
- 5. Study a Psychology module**
You will learn to use your knowledge of the English language and the human psyche to produce PR messages that influence public perception.

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BA (Hons) English and Public Relations

At SEGi University College, we believe that a good command of the English language coupled with a strong grasp of the subtleties and nuances of the language are essential ingredients in impactful public relations messages.

Discover the power of the English language in influencing and shaping perception. Master the subtleties and nuances of the English language to convey just the right mix of emotions and persuasion in your speeches and writings. Change the way others see you, your employer, your employees, and your company through your literary and linguistic expertise, and your knowledge of the strategies and best practices in public relations.

SEGi University College's BA (Hons) English and Public Relations is a double major degree that aims to produce entry-level public relations practitioners with a sound command of the English language for government, corporate and non-profit organisations. In the English major, students analyse the use of the English language in literary texts, and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

What is Public Relations?

Public relations moulds the public's perception of an organisation, person or brand, through a brilliant mix of communicative strategies. Successful public relations can enhance an organisation's reputation, boost its brand recognition, increase its competitiveness, and enhance its market share. Effective public relations can even turn around a flagging company, brand or personality.

Career opportunities

Public relations is a fast-growing, exciting, and challenging profession worldwide. You will be working with high-profile public figures and corporate leaders in building, enhancing and re-engineering reputations for businesses, brands, services and personalities. Or you may opt for the more altruistic route of working for government and non-profit organisations.

Your options include working as press agents, publicity and media relations managers, crisis managers, customer relations manager, public affairs manager, events manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies. Career opportunities also include private positions as PR agents for celebrities and politicians.

You could also consider a career in education as a lecturer, professor and researcher in English language, linguistics, literature and public relations.

Modules

Year 1

Introduction to Communication Theory
English for Business Correspondence
English Grammar
Academic English
Public Speaking

Introduction to Mass Communication
Introduction to Linguistics
Introduction to Literature
World Englishes
General Psychology
Visual Communication

For Malaysians only:
Bahasa Kebangsaan
Malaysia Studies
Islamic Studies/
Moral Studies

Year 2

Principles of Public Relations
English Phonetics and Phonology
Sociolinguistics
Strategies and Practices in Public Relations
Event Management
Introduction to Drama

Business Ethics
Law and Ethics in Mass Communication
Creative Writing
Southeast Asian Literature in English
Crisis Management

Quantitative and Statistical Methods
Entrepreneurship Development
Environmental Management and Technology

Year 3

Desktop Publishing
Research Methods
Public Relations and Media Writing
Media Relations and Publicity
Public Opinion and Propaganda
American and European Literature

Research Project

Internship

Intakes

February, July, September

Duration

3 years (for STPM, A Levels, foundation, UEC or equivalent graduates)
2 years (Diploma holders in a related field may gain direct entry to Year 2. Subject to approval.)

Entry Requirements

STPM with 2 principals; or A Levels with a Pass in at least 2 subjects; or Pass foundation programme in a related area; or Pass Unified Examination Certificate (UEC) with at least 5Bs; or Pass any diploma in a related field; or Other equivalent qualification recognised by the Malaysian Government; or Other equivalent qualification recognised by SEGi University Senate