

# BREAK FREE WITH IACT COLLEGE

IACT College, formerly known as Institute Advertising Communication Training (IACT) was founded by the Malaysian Advertisers Association (MAA) and the Association of Accredited Advertising Agents, Malaysia (4As) in the early 1970s.

Since then, IACT College has evolved to be one of Malaysia's top colleges specialising in creative communication. In 2009, the college embarked on a bold and aggressive new vision and mission, which includes a move to a spanking new campus with state-of-the-art facilities and amenities.

Still, what continues to differentiate IACT College till today is our industry-relevant teaching methods. IACT College may be humbly-sized in comparison to its counterparts but it is the quality and practical-based education we provide that makes us a real winner - much like Williams College (which has been ranked the no.1 university in U.S.A., outranking other Ivy League institutions).



## FOUNDED & CO-OWNED BY THE BIGGEST ADVERTISING ASSOCIATIONS IN MALAYSIA



**Malaysian Advertisers Association**  
A representative body for 115 major advertisers in Malaysia, who collectively spent about RM5 billion in 2009 on the advertising and communications industry.



**Association of Accredited Advertising Agents**  
Focused on driving growth for brands, 4As is the representative body for over 130 multinational and local organisations involved in brand strategy and communications.

ENDORSED BY A **GLOBAL ADVERTISING AUTHORITY**

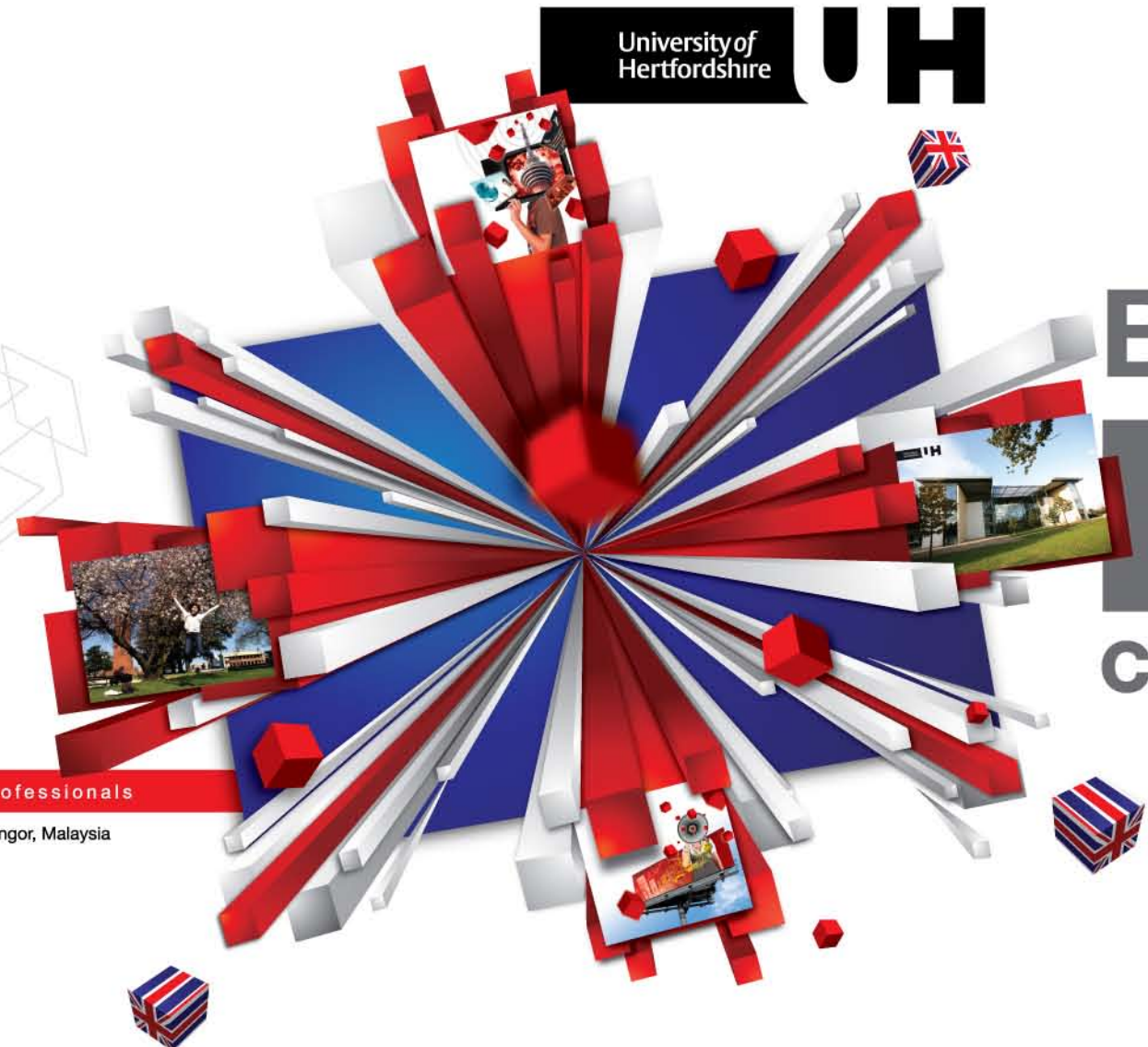


Inspiring Excellence in Communications Worldwide

**The International Advertising Association (New York)**  
The world's oldest and largest network of advertisers, media and communication agencies. IACT College is the only college in Malaysia to receive its accreditation.



University of Hertfordshire **UH**



# BA (Hons) MASS COMMUNICATIONS



founded, endorsed and taught by industry professionals

2-G, Block K, Jaya One, Jalan Universiti, 46200 Petaling Jaya, Selangor, Malaysia

- ☎ : 03-7956 0211 (general line & admission)
- ☎ : 03-7955 8708 (marketing)  
03-7955 8909 (admin)
- ✉ : enquiries@iact.edu.my
- 🌐 : www.iact.edu.my
- 📘 : search for IACT College
- 🐦 : www.twitter.com/iactcollege

the specialist college in creative communication





**IACT COLLEGE  
STRENGTHENS PARTNERSHIP  
WITH LEADING UK UNIVERSITY THROUGH THE  
BA (Hons) IN MASS COMMUNICATIONS**

IACT College and the University of Hertfordshire (UH), UK have always shared a mutual passion when it comes to educating the creative minds of tomorrow. In the past 3 years of which the British institution has been IACT College's affiliated university, many of our students have gone on to successfully broaden their horizons at the University.

2011 marks the beginning of a new chapter in this special partnership. Recently, the University of Hertfordshire and IACT College have signed an agreement which will now allow Malaysian students to pursue an Honours Degree in Mass Communications – conducted completely at IACT College.

The course structure, subjects and syllabus set forth in the programme mirror the exact ones offered by the University of Hertfordshire in its home country. Examinations are also set and marked by the University thus ensuring that the same high standards will be experienced by local students.

Coupled with IACT College's 21<sup>st</sup> century learning facilities, strong linkages to the creative industry and experienced teaching and support staff, the BA (Hons) in Mass Communications is truly a monumental development in IACT College's partnership with the University.

**A HISTORICAL  
MOMENT CAPTURED!**



Raymond Chew, Chairman of IACT College exchanging the BA (Hons) in Mass Communications documents with Prof. Tim Wilson, Vice-Chancellor of the University of Hertfordshire, UK



**THE LEADING UK  
UNIVERSITY WITH  
A RECORD OF  
PRODUCING  
HIGHLY-  
EMPLOYABLE  
GRADUATES**

The University of Hertfordshire is a model 21<sup>st</sup> century University with an entrepreneurial spirit. Its excellence in teaching, learning and research is driven by international and business-focused approaches.

The University is home to over 24,500 students from 85 different countries, of whom are undergoing courses developed to help them become job-ready and highly-employable. Upon graduation, students will possess professional qualification, life skills, practical experience and an ever-growing network of alumni - exactly what they need to kickstart a satisfying career.

For more information, visit [www.herts.ac.uk/international](http://www.herts.ac.uk/international)

**FOUNDATION IN  
MEDIA STUDIES**

**SEMESTER 1**

- Computer Applications
- English 1
- Media and Communication
- Presentation Skills
- Research Methods

**SEMESTER 2**

- Advertising
- Creative and Professional Writing
- Desktop Publishing
- English 2
- Introduction to Public Relations

**SEMESTER 3**

- Creative Thinking
- Media Theory and Analysis
- Sociology

**BA (Hons) IN MASS COMMUNICATIONS**

**YEAR 1**

- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Media Communications
- Research Methods in Media and Communication
- Presentation Skills
- Communication English
- Journalism Skills: Print News and Features
- Journalism Law and Ethics
- Graphics for the Web
- Web Animation

**YEAR 2**

- Film Production
- European Cinema
- Media and Society
- Media in an International Context
- PR Campaign Strategies
- Journalism Skills: Print News, Markets and Styles
- Journalism Skills: Features, Markets and Styles
- Design for Print
- Digital Storytelling

**YEAR 3\***

- US Cinema
- Film in the Global Age
- Music, Celebrity and the Media
- Advertising
- Marketing and Corporate Communications Management
- Corporate Advertising and Media Relations
- Journalism, Government and the People
- Journalism Professional Portfolio
- Web Design for Publishing
- Advanced Web Design
- Multimedia
- New Media Publishing Project (2 modules)

\*Choose 8 modules out of a choice of 12 modules

