



MEDIA AND COMMUNICATION



E-BROCHURE & MORE!
SCAN HERE



MARKING 40 YEARS OF EDUCATION EXCELLENCE

For four decades, INTI has been a trusted name in higher education, empowering generations of learners through academic excellence, innovation, and global engagement. In 2026, we mark 40 years of transforming lives and shaping futures through future-focused, high-quality education.

“With over 40 years of experience, we remain committed to driving change and preparing graduates with the mindset, skills, and agility to lead and shape the future.”



Dr Chong Kok Wai
Chief Executive Officer
INTI International University & Colleges



YOUR FUTURE BUILT TODAY

With decades of experience and a strong reputation in education, INTI remains committed to innovation and the delivery of future-focused learning. Our curriculum integrates academic rigour with practical relevance, equipping students to excel in a rapidly evolving global landscape. Through digital advancement, industry engagement, and international collaboration, INTI nurtures confident and adaptable graduates – prepared to lead, adapt, and contribute meaningfully across borders and industries.

Let's get started - your journey begins with us.

ACHIEVEMENTS AND RECOGNITION

4

Campuses Nationwide

95,000+

Graduates

16,000+

Students

#509

In the World



#170

In Asia



QS "Rising Star" Award 2025



Malaysia's Best Higher Education Group Award 2025



Educoop (Koperasi Pendidikan Swasta Malaysia Berhad)

WINNER Excellence Award: Internal Quality Assurance
MQA Awards 2025



Award is for Subang campus

Employers' Choice Award 2025

Talentbank's National Graduate Employability Index (GE Index)



WHY INTI?



1000+ Industry Partners

INTI collaborates with more than 1000 industry partners including local and global organisations such as IBM, Google, FedEx, Shell, Unilever, Intel, Microsoft, Huawei, SAS, DELL and more.



100% Internship Placement

Good academic results are no longer sufficient to ensure the employability of students, therefore work experience in the form of internships is steadily becoming more important.



3000+ World Class Employer Projects

More than 3000 world class employer projects since 2010



Broad Range of Innovative Programmes

Accredited by the Malaysian Ministry of Education, INTI offers a wide range of innovative programmes from Pre-University to Postgraduate programmes.



Career Development

INTI Leadership Series – One of INTI's signature events that features top leaders from highly successful companies speaking to INTI students on topics related to leadership, innovation, entrepreneurship and strategies relevant to today's business.



Beyond Academic

INTI provides an enriching experience that enables students to find their true passion through on-campus events and activities organised by numerous clubs and societies. Through these activities, students are able to enhance their soft skills and talents.



Vibrant Community

Immerse yourself in a diverse and vibrant international community of over 16,000 students from 100+ countries.



World-Class Facilities

Experience unparalleled learning and growth in our signature world-class facilities and enjoy top-notch sports and recreational amenities for your well-being.

SUCCEED GLOBALLY WITH THE INTI EDGE

THE INTI EDGE



We Are INTERNATIONAL

Our internationally recognised education will enrich you with the right skills and attributes to excel at whatever you do and wherever you go.

WORLD RENOWNED COLLABORATIONS WITH PRESTIGIOUS UNIVERSITIES

INTI offers exclusive franchise degrees and dual award degree programs in partnership with some of the world's highest-rated universities. These partnerships enhance your academic credentials and provide access to prestigious institutions of higher learning globally. With opportunities to learn from international lecturers, participate in joint projects, and embark on international study tours, you will gain a truly global educational experience.



AUSTRALIA



INNOVATIVE Teaching & Learning

INTI integrates an array of proven approaches to teaching combined with revolutionary applications of technology in the classroom such as the innovative Canvas Learning Management System.



INTI uses Canvas as our Learning Management System (LMS), providing customizable tools to enhance teaching and learning for students and lecturers. This user-friendly platform supports collaborative digital learning environments, fostering a holistic educational experience.

Canvas's robust features – such as Rubrics, Modules, Calendars, Quizzes, Syllabi, Discussions, Analytics, and SpeedGrader – enable instructors to provide dynamic and personalized learning experiences. The integration of Turnitin with the AI Detector feature helps maintain academic integrity and ensures high-quality educational delivery.

INTI collaborates with industry partners like IBM, AWS, LGMS, SAS and Alibaba GDT to integrate industry content into the curriculum. This enriches course content, enhances learning outcomes, and makes education more engaging and practical.



INDIVIDUAL Development

INTI endeavours to include practical experiences in every programme it offers. From practical workshops taught by local and international guest lecturers and industry practitioners who share the ins and outs of the working world, to hands-on practical projects initiated by potential employers.



EMPLOYER PROJECTS
Real-World Experience



INTI LEADERSHIP SERIES
Expert Insights



INDUSTRY GUEST LECTURES
Professional Perspectives



BOOTCAMPS
Intensive Training



DESIGN THINKING MENTORSHIPS
Innovative Guidance

DRIVING SUCCESS THROUGH INDUSTRY COLLABORATION

Over the years, INTI has built powerful collaborations with leading multinational corporations and major local organisations across diverse platforms. These partnerships drive innovative curricula, enrich classroom learning with real-world insights, and ensure our students develop into future-ready graduates. Through these strong industry connections, our students gain access to:

- Industry Awards / Scholarships
- Employer Projects
- Boot Camps and Career Workshops
- INTI Leadership Series
- Faculty Industry Attachments
- Coaching and Mentoring
- Industry Advisory Boards
- Industry Skills Certifications
- Employer Centric Curricula
- Internships and Job Placements

These initiatives ensure our graduates gain the skills, confidence, and job readiness employers demand.

Employer's Choice of University Award

Graduate employability is at the core of what we do. Our close industry ties and job-focused training make INTI a preferred source of talent, earning us the Employer's Choice of University Award by Talentbank's Graduate Employability (GE) Index for two consecutive years – 2024 and 2025.



Our graduates are highly sought after. We prepare them to become world and future-ready professionals, equipped with the skills employers value most and the ability to contribute effectively in the workplace.



Our Industry Partners:



and many more

MASTER THE ART OF COMMUNICATION

The ability to effectively get your point across to the masses is a powerful skill. These days, information can be searched with a few clicks of a mouse and the latest news can be shared and disseminated across the world within minutes of it happening, thanks to the power of media and communication. Media and Communication will train you in a wide array of disciplines that enables you to master the ability to craft and share messages with a global audience.



PRACTICAL EXPERIENCES AND INDUSTRY RELEVANT CURRICULUM

In keeping with INTI's educational philosophy to ensure students receive industry relevant curriculum, guided by experienced and industry-trained professionals, INTI firmly believes in integrating and incorporating a diverse array of practical course-related activities to its teaching delivery.

Students are also given collaborative internship opportunities at Malaysia's leading media agencies to expose them to real-world scenarios, e.g. challenge of developing and presenting advertising campaigns to management teams.

STUDY TRIPS AND VISITS

Students contemplating the option to complete a portion of their course abroad can opt for a Semester Abroad Programme to attend lectures and tutorials at our partner universities.

MASS COMMUNICATION WEEK

This student-run and initiated campus-wide annual event addresses key issues in media and communication. Providing opportunities for students to develop their management and communication skills, students organise and implement the entire event from start to finish. In the past, the event welcomed some of Malaysia's most prominent figures to share their insights on mass communication issues. Luminaries such as Datin Paduka Marina Mahathir, Datin Paduka Tan Siok Choo, Tunku Munawirah Putra have taken the stage to speak at INTI International University while other talented individuals who have also given talks include Datuk Jake Abdullah, CEO of Astro Radio and Mark O' Read, a celebrated host on 8TV.

INNOVATIVE, INDUSTRY-RELEVANT LEARNING

Our faculty consists of industry professionals who have proven themselves to be acknowledged masters in their respective fields. This is also combined with a regularly assessed curriculum to ensure that every course is aligned with the needs of the industry. To enable students to maximise their learning experience, INTI employs the highly advanced Canvas Learning Management System, allowing students and lecturers to interact with each other via curated forums online, revisit course content at any time and also allows students to identify areas for improvement via advanced analytics.

FULLY EQUIPPED BROADCASTING STUDIO

Our campuses come with fully equipped broadcasting studios that incorporate the latest technology. This includes a full array of microphones, lighting solutions and video recorders from reputable manufacturers such as Sony, Sennheiser and Lowel. The studio also incorporates a comprehensive studio recording management system akin to that used in broadcasting stations worldwide that enables students to gain hands-on experience into the work that goes into creating TV productions for broadcasting. With this fully equipped station, students are able to create a diverse array of productions for course work ranging from live reporting to full-on video productions from start to finish.

PARTNER UNIVERSITIES

UNIVERSITY OF HERTFORDSHIRE, UK



The University of Hertfordshire, UK, distinguished with a silver ranking in the 2023 UK's Teaching Excellence Framework (TEF), is renowned for its commitment to excellence in education. Welcoming nearly 34,000 students from over 110 countries, the university prioritises an inclusive and supportive environment. Its School of Creative Arts offers cutting-edge programmes taught by industry-leading faculty, providing exceptional learning experiences. Immersed in UK culture, students benefit from a flexible, nurturing community that fosters intellectual growth and creativity. Furthermore, students gain valuable transferable skills and opportunities for international study, enriching their career prospects.

BACHELOR OF ARTS (HONOURS) MASS COMMUNICATIONS 3+0

in collaboration with University of Hertfordshire, UK

The Bachelor of Arts (Honours) Mass Communications 3+0 is a comprehensive three-year and twelve-week degree designed to prepare students for successful careers in the diverse field of mass communication. This programme provides a robust foundation in key areas such as journalism, film, digital media, public relations and advertising. Students gain extensive practical experience through courses in videography, magazine design, news and feature editing, culminating in a final year project with an industry partner.

BACHELOR OF MASS COMMUNICATION (HONS)

in collaboration with University of Hertfordshire, UK

The programme, developed by INTI in collaboration with industry professionals and endorsed by the University of Hertfordshire, offers a unique dual nature that significantly broadens students' prospects in various countries and organisations.

Students have the flexibility to complete the entire course locally in Malaysia or transfer credits to finish their studies at the prestigious University of Hertfordshire in the UK. Throughout the programme, INTI students can access the full range of University of Hertfordshire resources, including online learning materials and more. They also benefit from privileged access to INTI's fully equipped broadcasting studio for completing course work.

Upon completion, whether locally or at Hertfordshire, students receive qualifications recognised as equivalent to those conferred by the University of Hertfordshire. A key component of the programme is the media project, where students collaborate with a recognised industry partner. This project simulates a real-world scenario, requiring students to review the employer's issues, develop proposals and solutions, and present their findings to the employer.

Students begin the programme by developing a core set of skills and knowledge through a holistic curriculum that integrates both theoretical and practical elements, such as Communication Technology, Social Psychology, and Development Communication. They then have the option to specialise in one of four areas: Advertising, Journalism, Public Relations, or Broadcasting. Additionally, all students are required to master a new language, such as Japanese, French, German, or Mandarin, to prepare for the competitive globalised industry.

Each specialisation offers a robust practical component involving an extended employer project. In this hands-on project, students collaborate with industry partners to address real-world challenges. They work as part of a multidisciplinary team, alongside peers from other specialisations, to devise and present solutions, simulating the professional environment.

SWINBURNE UNIVERSITY OF TECHNOLOGY, AUSTRALIA



AUSTRALIA

BACHELOR OF MEDIA AND COMMUNICATION 3+0

in collaboration with Swinburne University of Technology, Australia

The Bachelor of Media and Communication is designed to equip students for successful careers in the media, communications, and multimedia industries. The programme delves into the evolving landscape of media by exploring critical issues such as media ownership, control, and the societal impact of emerging media technologies.

The Bachelor of Media and Communication integrates industry experience, technological skills, and in-depth critical knowledge in indigenous, local, and global contexts to prepare students to respond creatively to the digital transformation of media industries. The degree focuses on creating lifelong learners who combine professional and technical skills for positive social impact. Through industry-led connections and experiences, the programme equips students with the ability to integrate critical and strategic thinking, creative practice, and technical expertise, shaping them into future leaders of both industry and community. Graduates will be work-ready for current media industries, organisations, and roles, while also being entrepreneurial and innovative in developing their own professional approaches within related fields.

SOUTHERN NEW HAMPSHIRE UNIVERSITY, USA



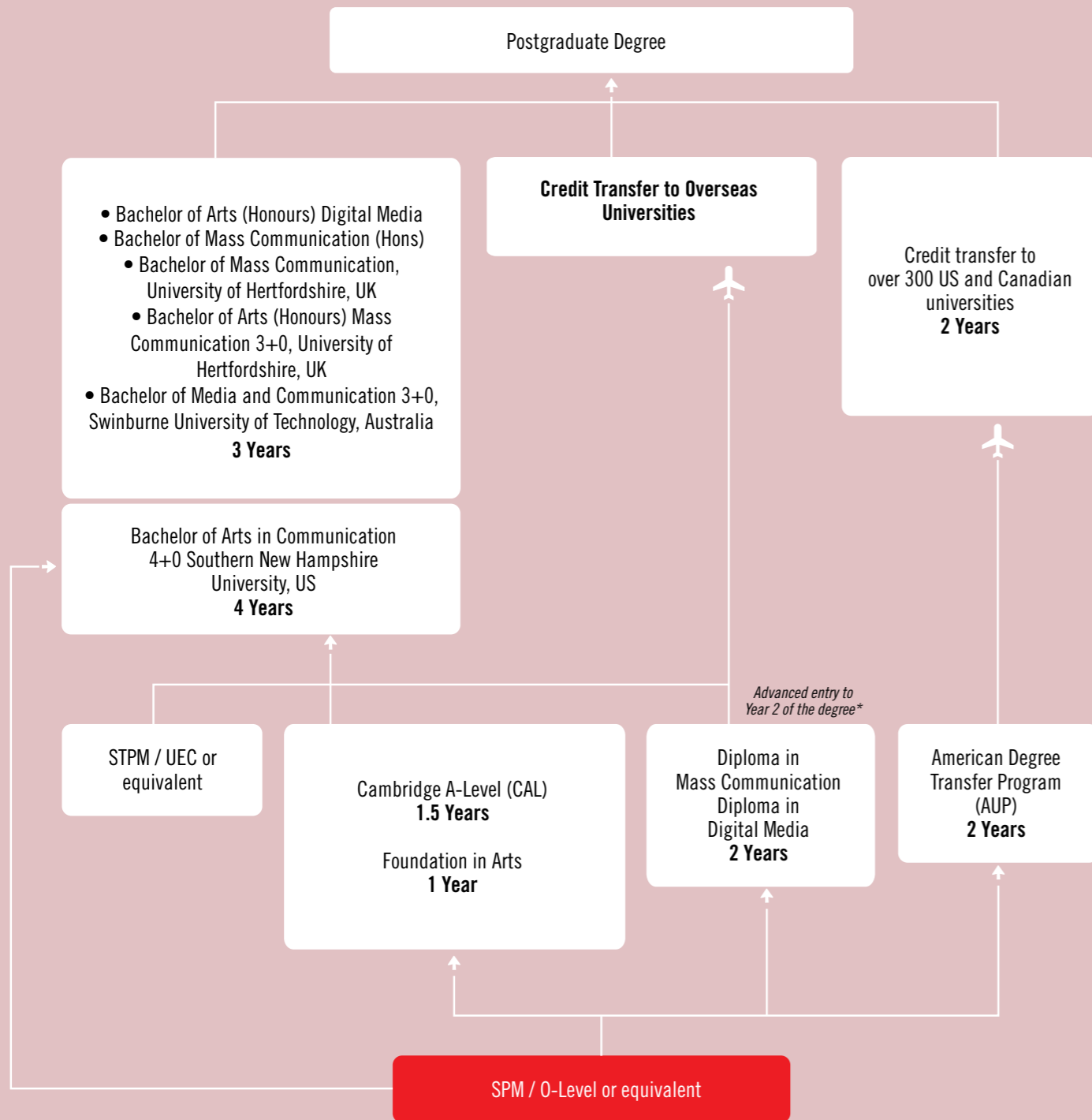
BACHELOR OF ARTS IN COMMUNICATION 4+0

in collaboration with Southern New Hampshire University, USA

Possessing strong communication skills is, without a doubt, one of the most sought-after attributes by prospective employers, regardless of the field you enter. The Bachelor of Arts in Communications program at Southern New Hampshire University equips you with the ability to develop and deliver key messages to diverse audiences.

The Communication degree prepares students for diverse career paths such as public relations, corporate communications, government relations, social media, professional writing, journalism, advertising, and other mass media professions. Additionally, students can tailor their studies through various minors and internship opportunities. Moreover, students can hone specific skill sets, which may be showcased through portfolio work for future employment prospects. Key focus areas encompass business communication, new media, intercultural communications, leadership strategies, public relations, and professional writing.

INTI MEDIA AND COMMUNICATION PATHWAY



* Subject to entry requirements and credit transfer mapping.

ENTRY REQUIREMENTS

Foundation in Arts

SPM/O-Level/Equivalent:
5 credits

UEC/Equivalent:
Pass UEC with 3 subjects at grade B

Diploma in Mass Communication/ Digital Media

SPM / SPMV / O-Level:
3 credits including English

UEC:
3Bs including English

STPM:
Pass STPM or its equivalent, with a minimum of Grade C (GP 2.00) in any subject and a credit in English at SPM or its equivalent

STAM:
Pass STAM with a minimum grade of Maqbul and a credit in English at SPM or its equivalent

SKM:
Pass SKM Level 3 in a related field. (Students without English can be admitted subject to a thorough internal evaluation process to determine their competencies in English that are equivalent to SPM level)

Certificate:
Pass Certificate or its equivalent and a credit in English at SPM or its equivalent; or Pass Certificate in Media and Communication or its equivalent

Other:
Equivalent qualifications recognised by the Malaysian Government

Note:

• Students can be admitted if their admission qualification contains English subject(s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement English subject equivalent to the SPM level must be taken before enrolment.

For international students:

• Achieve a grade in the Malaysian University English Test (MUET) or any English competency test equivalent to mid B1 in the Common European Framework of Reference for Languages (CEFR). IELTS: 4.5, MUET: Band 3

Bachelor of Arts (Honours) Mass Communications 3+0 in collaboration with University of Hertfordshire, UK

Diploma:
In relevant fields with minimum CGPA of 2.0

STPM:
A minimum of two passes at minimum Grade C+ (GP 2.33)

A-Level:
A minimum of 2 full passes totalling 80 UCAS points

Foundation:
Successful completion of a relevant Foundation / Pre-U programme with CGPA 2.00

UEC:
5Bs including a credit in English

SACE:
Pass 5 subjects with ATAR 65%, a pass in English and no subject below 10/20

NSW HSC:
Minimum 10 units with ATAR 65%, a pass in English and no subject below 50%

International Baccalaureate (IB):
Minimum 24 points with at least 4 points for SL English

CPU:
Minimum 6 Year 12 passes with an average of 65% and pass in English at Grade 12

Others:

Equivalent qualifications recognised by the Malaysian Government. (Students can be admitted if their admission qualification contains English subject(s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement of an English subject equivalent to the SPM level must be taken before enrolment).

Equivalent qualifications to be assessed by the Head of Programme in liaison with the Collaborative Partnership Leader

English Language Requirements Required by Partner University / School

IELTS:
Score of 6.5 (with no less than 5.5 in any band)

TOEFL:
79 with band scores of reading 18, writing 17, listening 17, speaking 20

Cambridge English First (also known as First Certificate in English):
176 overall with a minimum of 162 in each component

PTE:
63 with no less than 42 in any band

MUET:
4.0

SPM:
Grade C

An equivalent qualification in English Language:
Average of 60% in English Modules at Foundation.
Pass English modules upon completion of INTI Diploma.

Bachelor of Media and Communication (3+0) in collaboration with Swinburne University of Technology, Australia

STPM:

Pass 3 subjects in STPM with minimum CGPA 2.50 and a credit in English at SPM level or its equivalent

A-Level:

Minimum value of 8 must be achieved in 3 subjects at A Levels. (Minimum grade C in IGCSE English plus completion of A Level - study must be completed not more than two years prior to commencing study at Swinburne) (Grades for A Levels: A*=6, A=5, B=4, C=3, D=2, E=1)

UEC:

Pass UEC with 5Bs and Average of best 5 subjects - Score of 5 and below. E.g. Student obtains the following marks for best 5 subjects: B4, B3, B3, B4, B6.

Total score is: 4 + 3 + 3 + 4 + 6 = 20.
Average score = 20/5 = 4 (A1: 100 - 85; A2: 84 - 80; B3: 79 - 75; B4: 74 - 70; B5: 69 - 65; B6: 64 - 60; C7: 57 - 55; C8: 54 - 50; F9: 49 - 0)

Australian Senior High School Certificate:

Minimum Australian Tertiary Admission Rank (ATAR) of 60. Score of 30 in EAL (English as Alternate Language) for Victorian Certificate of Education (VCE), or equivalent

INTI Foundation:
Average of 60% (CGPA 2.40). (Average 60% in English units. Study must be completed not more than two years prior to commencing study at Swinburne)

Foundation:
Refer to Swinburne course guide

INTI Diploma:
Completion of Diploma with an average of 60% or completion of Diploma in Mass Communication. (English requirements: Study must be completed not more than two years prior to commencing study at Swinburne)

Malaysian Diploma:
Any qualifications equivalent to Diploma (MQF Level 4) or Advanced Diploma (MQF Level 5) with minimum average of 60% (CGPA 2.4) are subject to Swinburne University's approval.

English Language Requirements Required by Partner University / School

IELTS:
Overall 6.0 (No individual band below 6.0)

TOEFL:
iBT Overall 64 (No less than 13 in reading, 12 in listening, 18 in speaking, 21 in writing)

PTE:
50 (Communication skill no less than 50)

SPM:
English 1119 (GCE-O) with minimum C grade & successful completion of A-Level/STPM.

GCE O-Level:
Credit in English

STPM:
Grade C in 920 English Literature

MUET: Band 4

Cambridge English C1 Advanced:
169 (No band less than 169)

International Baccalaureate (IB):
Minimum of 4 in English A1 or A2 (Higher and Standard Levels) or minimum of 5 in English B (Higher Level)

Students meet the English Language entry requirement if they study for at least two years study at the level of a Malaysia Diploma or Bachelor studies with English as the language of instruction. Medium of Instruction (MOI) letter must be provided.

For English Language Requirements, please refer to <https://www.swinburne.edu.au/study/international/apply/entry-requirements/> on the English Requirements table.

(Note: Students need to obtain a credit in English at SPM level or equivalent.)

Bachelor of Mass Communication (Hons) in collaboration with University of Hertfordshire, UK / Bachelor of Mass Communication (Hons) / Bachelor of Arts (Hons) / Bachelor of Arts (Hons) Digital Media

Foundation:
Completion of Foundation Programme, credit in English at SPM level

UEC:
5Bs including English

STPM:
Grade C in 2 subjects or CGPA 2.00, credit in English at SPM level

A-Level:
2 Grade Ds in 2 subjects or CGPA 2.00, credit in English at SPM level

SACE:
5 subjects with ATAR of 55 and a credit in English at SPM level or its equivalent

NSW (HSC):
10 units of ATAR of 55 and a credit in English at SPM level or its equivalent

Australian Year 12:
4 or 5 subjects with ATAR or 55 and a credit in English at SPM level or its equivalent

Australian Degree Transfer Programme (ADTP):
Completion of ADTP

Matriculation/Pre-University:
Completion of Matriculation/Pre-University programme with minimum CGPA of 2.0, credit in English at SPM level

Diploma:
Completion of Diploma in relevant fields with minimum CGPA of 2.0, credit in English at SPM level

Others:
Equivalent qualifications as recognised by the Malaysian Government.

Note:
• Students with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be taken before enrolment.
• Students without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be taken before enrolment.
• Students are required to pass the reinforcement English before being allowed to take related core courses
• Students from Matriculation / Foundation or its equivalent can be exempted from taking reinforcement English, provided that the English taken at that programme level is equivalent / higher than English taken at SPM level.

Note:
Bachelor of Mass Communications (Hons), University of Hertfordshire, UK:
For International students, please refer to course counsellors/Head of Programme for English language requirements.

Bachelor of Arts in Communication 4+0 in collaboration with Southern New Hampshire University, USA

SPM/O-Level:
Pass with 5 credits including a credit in English at SPM / Cambridge IGCSE First Language English (0500) and a pass in Mathematics or any equivalent qualification.

STPM/A-Level:
Pass with TWO (2) full passes and a pass in Mathematics and a credit in English at SPM level or any equivalent qualification

Foundation:
Completed recognised Foundation Programme

UEC:
5Bs including B4 in English

SACE:
5 subjects with ATAR 55 (equivalent to TER 55), no subject below 10/20

HSC:
Minimum 10 units with ATAR 55, no subjects below 50

Tertiary Education Examination (TEE):
5 subjects with a minimum aggregate of 279

Canadian Pre-University:
Pass 6 subjects with average 55

Australian Year 12:
Average 55

NSW HSC:
Pass in 5 subjects

Monash University Foundation Year (MUFY):
Minimum 60% in 4 subjects

International Baccalaureate (IB) Diploma:
Pass IB Diploma

Matriculation:
Pass Government Matriculation

Diploma:
Minimum CGPA 2.50 (if SPM 3 credits) or CGPA 2.0 (if SPM 5 credits)

English Language Proficiency

SPM CEFR: B2 or above

SPM English (1119): C or above

IGCSE / O-Level: C or above (only Cambridge IGCSE First Language English (0500) is accepted)

UEC: B4

TOEFL: 548/IBT 79

IELTS: Band 6.5

Note:
1. Students who do not meet the English Language requirements or equivalent are required to take ENG099S (Fundamentals of Writing) and pass with a minimum Grade C. Students may take 2 subjects in the SNHU degree programs together with ENG099S with the advice from the Program Coordinator. The 3 credits received from ENG099S will not be counted for graduation.

2. English as a Second Language (ESL) is not accepted as an entry requirement.

3. International Students with high school qualifications, including IGCSE are required to fulfil IELTS requirements. Exceptions are available for certain countries. Please check with the counsellors for further information.

FOUNDATION IN ARTS

This programme is specially designed to prepare students for the field of communication. It also has few subjects that allows students to venture into Business, Psychology and Sociology. There are four major communication subjects to enhance understanding in the field of communication. As these subjects are also substantial in the business degree programmes, students have the option to choose electives or pathways in Business or Psychology. Students are also given an insight into creative and critical side of writing to prepare them for an ultimate unique career.

Learning approach

We employ various active learning methodologies, including Problem-based Learnings. Group discussions and projects are also incorporated to help students develop academically in areas such as study skills, presentation skills, research skills and time management skills, which are crucial for academic success. These will further enhance students critical and analytical skills, preparing them for tertiary studies and the demanding workplace.

Assessment

Assessment of individual courses in this programme consists of two components:
• Continuous coursework (50%)
• Final examination (50%)

The continuous coursework component comprises different assessment tasks such as projects, assignments, laboratory work, presentations, tests, and others as assigned throughout each semester. The final examination is conducted at the end of each semester. The assessments are subject to quality assurance procedures to maintain high standards and ensure fair assessment.

Offered at

INTI International University
(R3/0011/3/0152)(04/28)(A8768)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(R2/0011/3/0161)(04/30)(MQA/FA 5600)

INTAKES: JAN, APR & AUG

Duration

1 Year

Programme structure

- Basic Computing
- English Language Skills 1
- English Language Skills 2*
- Fundamentals of Business Management
- General Studies
- Human Communication
- Introduction to Business Studies
- Introduction to Intercultural Communication
- Introduction to Mass Media
- Self-Development Skills
- Skills for Creative Thinking

Electives# (Please choose one Combination)

- Basic Sociology
- Digital Communication
- Fundamentals of Psychology
- Macroeconomics
- Microeconomics
- Visual Communication

Combination 1

- Digital Communication
- Visual Communication

Combination 2

- Macroeconomics
- Microeconomics

Combination 3

- Basic Sociology
- Fundamentals of Psychology

* Prerequisite applies
For offering of electives, please consult the Head of Programme

DIPLOMA IN MASS COMMUNICATION

This is a broad-based diploma course that covers Public Relations, Advertising, TV Production, Journalism, Graphic Communication and Marketing. It offers students a wide area to explore and discover where lies their true passion. With hands-on assignment backed by theory, students find it easier to choose a major for their degree or decide on a career. Students have the opportunity to gain experience through structured internships in this programme. We also bring the industries into the classroom, allowing students to understand and interact closely with the industries they will be part of in the future. By implementing Employer Lecturer and Employer Project initiatives, we reduce the gap between the industries and students.

* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

Highlights

- Covers all areas of Mass Communication
- Hands-on experience backed up by theory
- Structured internship at diploma level
- Real-world exposure through participation in global events and projects
- Support from seniors
- Industry exposure in the classroom

Career opportunities

Public Relations Practitioner / Executive, Corporate Communications Executive, Account Management, Planner, Copywriter, Project Management, Customer Relationship Management (CRM), Branding Executive, Assistant Producer, Script Writer, Media Analyst, Media Planner, Media Buyer, Journalist, Junior Writer, Feature Writer, Sub Editor

Offered at

INTI International University
(R/0323/4/0031)(09/27)(MQA/FA5689)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(R3/0323/4/0048)(11/30)(A6491)

INTI International College Penang
(R2/0323/4/0004)(10/28)(MQA/FA3583)

INTAKES: JAN, APR & AUG

Duration

2 Years

Programme structure

Core Modules (for University)

- Advertising Strategies and Planning
- English for Academic Purpose
- Fundamentals of Marketing
- Graphic Communication
- Human Communications
- Integrated Marketing Communication
- Introduction to Communication Research
- Introduction to Journalism
- Introduction to Video / TV Production
- Mass Communication and Theories
- Media Law and Ethics
- Media Issues and Content
- News Writing
- Principles of Advertising
- Principles of Public Relations
- Public Relations Strategies
- Public Speaking
- Radio and Podcast Production
- Screen Production Techniques
- Screen Writing
- Digital Media Communication
- Practical Component - Mass Communication

Electives**

(Choose one)

- Introduction to Business
- Photography
- Film Criticism

Core Modules (for Colleges)

- Mass Communication and Theories
- Human Communications
- Media Law and Ethics
- Introduction to Communication Research
- Digital Media Communication
- Film Criticism
- Photography
- Principles of Public Relations
- Principles of Advertising
- Introduction to Video/TV Production
- Introduction to Journalism
- Radio and Podcast Production
- Screen Writing
- Screen Production Techniques
- Graphic Communication
- Public Relations Strategies
- Integrated Marketing Communication
- Entrepreneurship in the Creative Industry
- Media Issues and Content
- English for Academic Purpose
- Industrial Training
- Capstone Media Project

MPU Subjects (For University)

1. Compulsory

- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 1B (International students)
- Integrity and Anti-Corruption
- Co-curriculum
- Bahasa Kebangsaan A*

2. Electives (choose one)

- Green Future Malaysia
- Media Literacy for Personal Branding

MPU Subjects (For Colleges)

- Appreciation of Ethics and Civilisations (Local students) / Malay Communication 1B (International students)
- Bahasa Kebangsaan A* / Sustainable Living
- Integrity and Anti-Corruption
- Co-curriculum

DIPLOMA IN DIGITAL MEDIA

The Diploma in Digital Media aims to prepare versatile, and competent digital media practitioners by providing the most up-to-date technology and experiences in a fully digital environment that replicates the industry standards.

As an industry-driven course, this programme teaches students industry standard software, production protocol and allows students to expand their creative potential through the combination of theories and practical work in many aspects of new media.

* For Malaysian students who do not have a credit in SPM BM.

Career opportunities

Digital Media Creator, Digital Media Freelancer, Content Creator, Digital Media Specialist, Broadcaster, Radio Producer, Podcast Creator, Public Relations Executive, Advertising Executive, Digital Video Producer

Programme structure

Core Modules

- Mass Communication and Theories
- Human Communications
- Media Law and Ethics
- Introduction to Communication Research
- Digital Media Communication
- Film Criticism
- Digital Storytelling
- Digital Audio Production
- Photography
- Introduction to Video/ TV Production
- Radio and Podcast Production
- Editing for TV and Film
- Screen Writing
- Screen Production Techniques
- Graphic Communication
- Digital Media Analytics
- Integrated Marketing Communication
- Entrepreneurship in the Creative Industry
- On-Location Audio Recording
- English for Academic Purpose
- Industrial Training
- Capstone Media Project

MPU Subjects

- Appreciation of Ethics and Civilisations (Local students) / Malay Communication 1B (International students)
- Bahasa Kebangsaan A* / Sustainable Living
- Integrity and Anti-Corruption
- Co-curriculum

Offered at

INTI International College Subang
(N/0323/4/0030)(04/26)(MQA/FA14517)

INTI International College Penang
(N/0323/4/0038)(08/2026)(MQA/FA14718)

INTAKES: JAN, APR & AUG

Duration

2 Years

BACHELOR OF MEDIA AND COMMUNICATION (3+0)

in collaboration with



AUSTRALIA

The partnership between Swinburne and INTI aims to build on this successful relationship by providing access to transnational resources, study trips, semester abroad programmes, as well as seamless transfer opportunities for both Malaysian and Australian students between Peninsular Malaysia, Sarawak and Melbourne.

Our graduates are spread around the globe and work for some of the most dynamic organisations, from start-ups and not-for-profits to multinationals.

A degree from Swinburne means you'll have the prestige of a globally renowned university paired with the confidence that comes from genuine workplace experience.

Programme Structure

The Bachelor of Media and Communication is designed to prepare students for a career in the media, communications and multimedia industries. Students learn about how the media is evolving through an examination of issues such as ownership, control of the media and the impact of new media technologies on society. The course links theoretical and practical knowledge and skills needed to operate effectively in diverse settings in industry.

This programme encompasses a major in Social Media and Advertising with a minor in Digital Marketing. A major in Social Media and Advertising gives students a comprehensive understanding of social media platforms and learn how to analyse new and emerging media technologies and drive their use and innovation across industry.

Professional recognition

Our advertising major is professionally accredited by the Media Federation of Australia.



Offered at

INTI International College Subang
(R/0323/6/0034)(12/2030)(MQA/FA14134)

INTI International College Penang
(N/0323/6/0069)(07/26)(MQA/PA14749)

INTAKES: MAR & AUG

Duration

- 3 years inclusive of Internship (fast-track option). Students must achieve average 60% marks every semester
- 3 years + 12 weeks Internship

Major: Advertising

Gain vital knowledge and skills needed to succeed in the complex and creative world of advertising. Explore effective design and strategy, as well as advertising development, implementation and evaluation. Learn how to design advertisements that not only please clients but achieve the ultimate purpose of reaching the audience in the desired way.

Major: Social Media

Gain a comprehensive understanding of social media platforms within social, cultural and industry contexts. Learn how to analyse new and emerging media technologies and drive their use and innovation across industry.

Minor: Digital Marketing

Provide a better understanding of how digital technologies and platforms has significantly transformed the marketing paradigm, enabling organisations to more effectively and efficiently reach, connect and engage current and potential customers as well as the public at large. Graduates need to know how to use big data to forecast marketing trends, gain insights and inform strategy formation, implementation and evaluation.

BACHELOR OF ARTS (HONOURS) DIGITAL MEDIA

The Bachelor of Arts (Honours) Digital Media programme liberates the concept of digital and new media, providing students with a hands-on learning experience of being in the new media space.

Through courses that provide an in-depth understanding of the phrase “New Mass Communication”, the programme aims to produce digital and new media professionals who are innovative, responsible, and capable of promoting change in the world of content services.

Career opportunities

Digital Media Photographer, Video Editor, Social Media Specialist, Digital Content Creators, Digital Advertisers, Digital PR Professionals, Digital Storyteller

Offered at

INTI International University
(N/0323/6/0010)(07/28)(MQA/PA15941)

INTAKES: JAN, MAY & AUG

Duration

3 Years

Programme Structure

Year 1

- Academic Writing
- Media Ethics
- Digital Images
- Digital Media and Society
- Digital Storytelling
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Digital Media
- Introduction to Journalism
- Introduction to Mass Communication
- Principles of Public Relation

Year 2

- Advanced Photography
- Data Journalism
- Digital Event Management
- Digital Methods
- Digital Publicity and Media Relations
- Interactive Advertising
- Strategic Digital Communication

Year 3

- Advanced Video Production
- Development Communication in the Digital Era
- Digital Media Management
- Digital Portfolio 1
- Digital Portfolio 2
- Digital Post Production
- Documentary Film Production

Internship

- Electives (choose two)
- Animation Creativity
 - Foundations of Business
 - Foundations of Marketing
 - Radio and Podcast
 - Web Design and Development with Multimedia
 - Introduction to E-Sports
 - Commentary on E-Sports Events
 - E-Sports Club Operations and Management

MPU Subjects

1. Compulsory
 - Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
 - Philosophy and Current Issues
 - Integrity and Anti-Corruption
 - Community Service
 - Bahasa Kebangsaan A*
2. Electives (choose one)
 - Corporate Social Responsibility
 - Design Thinking
 - Presentation Skills

BACHELOR OF ARTS (HONOURS) MASS COMMUNICATIONS 3+0

In collaboration with

University of Hertfordshire **UH**

The University of Hertfordshire bachelor's degree in Mass Communications offers students an opportunity to explore possibilities in Film, Journalism and more. Students will be able to critically examine films, learn to write like a journalist, study popular media and use software packages to design layouts for magazines and websites and be prepared to make full use of new media tools.

Highlights

- **Mirrors the entrepreneurial focus** of the University of Hertfordshire where students are granted access to online resource learning directly from the University
- **Dedicated industry project & coursework based modules** – 93% of the module focuses on industry-relevant competencies and students are also given an opportunity to work on an Employer Project.
- **Industry lecturers** – Top industry experts are brought into classrooms as guest lecturers
- **Industry workshops** – Workshops conducted by industry experts, with the aim of providing graduates with skill-sets that employers value
- **Soft skills workshops** – Industry experts conduct workshops on articulation, presentation skills and self-confidence.
- **Resume writing clinics and workshops** – Guidance in creating the right resume

Career opportunities

Graduates are equipped for a variety of careers such as Journalism, Marketing Communications Specialist, Film Critic, Entertainment Journalist, Social Media Executive / Manager, Media Analyst, Public Relations Specialist, Media Planner, Cultural Affairs Officer, Event Coordinator, Digital Content Creator, Social Media Manager, Web Editor, E-book Publisher, SEO Specialist, Film Director, Screenwriter, Film Editor, Cinematographer, Production Assistant, Reporter/Journalist, News Anchor, Investigative Journalist, Photojournalist, Copy Editor and more.

Core Discipline Available

- New Media Publishing
- Journalism
- Film
- Media Cultures

Offered at

INTI International College Subang
(R2/0323/6/0068)(07/30)(MQA/FA3014)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communications
- Video Feature
- Elective 1**

Elective 1** (choose one)

- Radio Journalism
- Social Media and Critical Practice
- European Film and Television Style

Year 3

- Creating a PR Campaign
- Digital Media
- E-Portfolio and Employer Relations
- Journalism Government and the People
- Media Project
- Online Journalism
- Elective 2**
- Elective 3**
- Internship

Elective 2** (choose one)

- Corporate Communications
- Film in the Global Age

Elective 3** (choose one)

- Television Drama
- Advertising

MPU Subjects

- Appreciation of Ethics and Civilisation (Local students) / Malay Communication 2 (International students)
- Philosophy and Current Issues
- Bahasa Kebangsaan A* / Design Thinking
- Corporate Social Responsibility and Community Engagement
- Integrity and Anti-Corruption

Offered at

INTI International College Penang
(R2/0323/6/0005)(12/28)(MQA/FA4077)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communication
- Video Feature
- Elective 1**

Elective** (choose one)

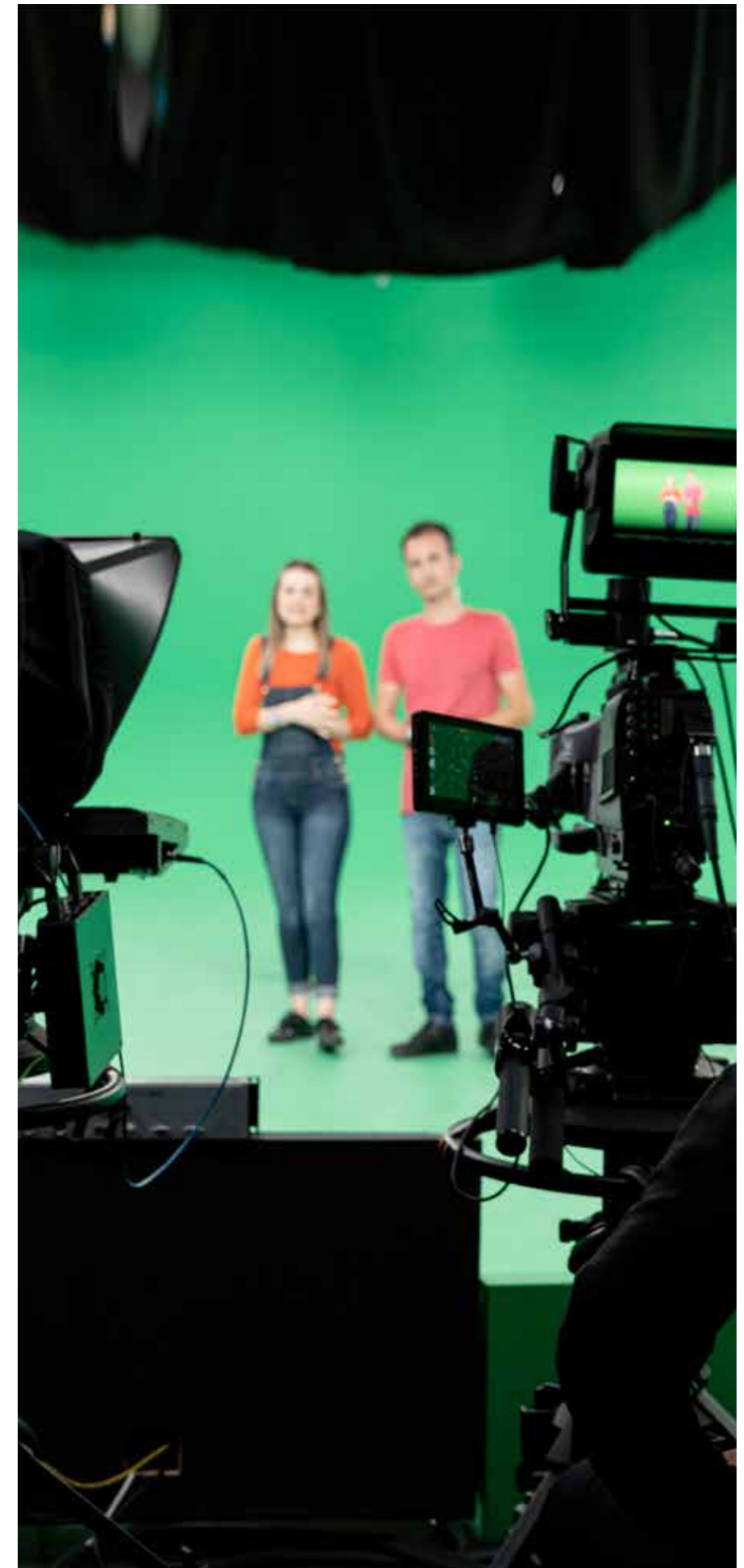
- Radio Journalism
- Social Media and Critical Practice

Year 3

- Advertising
- Creating a PR Campaign
- Corporate Communication
- Digital Media
- Internship
- Journalism Government and the People
- Online Journalism
- Media Project

MPU Subjects

- Appreciation of Ethics and Civilisation (Local students) / Malay Communication 2 (International students)
- Philosophy and Current Issues
- Bahasa Kebangsaan A* / Design Thinking
- Corporate Social Responsibility and Community Engagement
- Integrity and Anti-Corruption



* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

BACHELOR OF MASS COMMUNICATION (HONS)

In collaboration with

University of Hertfordshire **UH**

Students are taught to understand the characteristics and intricacies of the media's role in society, in order to convey messages effectively using critical thinking skills. They will master the art of developing key messages and writing news releases in a dynamic manner. Potential journalists will learn the impact of different news and their consequences on society. Taking up this degree can help students develop persuasive and creative skills as well as strengthen their competence in critical and analytical thinking, while upholding professional standards.

Highlights

- **Students who have successfully completed the programme will receive a two awards:**
A degree from INTI International University and a BA (Hons) Mass Media and Communication awarded by University of Hertfordshire, UK.
- This programme is also available as a single award from INTI International University
- **Basic management, marketing and/or computing knowledge and skills:** through Business, Management and Computing and IT courses
- **Four choices of specialties:** Broadcasting, Public Relations, Journalism, or Advertising
- **Exposure to different campaigns to build management skills**
- **State-of-the-art Media Centre** for practices
- **Internship opportunities** with organisations such as



Offered at

INTI International University
(R3/0323/6/0055)(06/27)(A7709)

INTAKES: JAN, MAY & AUG

Duration

3 Years

Career opportunities

Advertising

- Account Planner
- Account Planning Supervisor
- Advertising Account Executive
- Advertising Account Manager
- Blogger
- Copywriter
- Editor

Journalism

- New Media Strategist
- Newscaster
- Online Journalist
- Print Journalist
- Reporter
- Sports Information Director

Public Relations

- Broadcast Journalist
- Campaign Manager
- Event Manager
- Media Planner
- News Writer
- Public Relations Executive
- Publicity Manager

Broadcasting

- Radio Commercial Producer
- Radio DJ
- Special Events Coordinator
- TV Anchor
- TV or Radio Editor
- TV or Radio Producer

Programme structure

Year 1

- Academic Writing
- Communication Technology
- Communication Theory
- Introduction to Mass Communication
- Introduction to Sociology
- Mass Media & Society
- Media Ethics
- Social Psychology

Year 2

- Communication Law
- Communication Research Methods
- Cross-Cultural Communication
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Journalism
- Organisational Communication
- Principles of Public Relations

Year 3

- Final Year Project
- Media Management
- Development Communication

Specialisation

(Choose one)

Advertising

- Advertising Copywriting
- Creative Strategy Campaigns
- Integrated Marketing Communication
- Media Planning Analysis

Journalism

- Feature Writing
- News Reporting
- Publication Design & Production
- Digital Journalism

Public Relations

- Public Opinion
- Public Relations & Corporate Identity
- Public Relations Writing
- Special Event Production

Broadcasting

- Broadcasting Production
- Digital Video & Sound Technology
- TV Production Project
- Digital Post Production

General elective** courses

(Choose three)

- Consumer Behaviour
- E-Commerce Theory and Applications
- Desktop Publishing & Computer Graphics Editing
- Foundations of Business
- Foundations of Marketing
- Marketing Planning
- Organisational Behaviour
- Principles of Information Technology
- Web Design and Development with Multimedia
- Global Integrated Project
- Introduction to E-Sports
- Commentary on E-Sports Events
- E-Sports Club Operations and Management

Communicative foreign languages

(Choose one)

- French
- German
- Japanese
- Mandarin

MPU Subjects

1. Compulsory

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Co-curriculum
- Bahasa Kebangsaan A*

2. Electives (choose one)

- Corporate Social Responsibility
- Design Thinking
- Presentation Skills

* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

BACHELOR OF ARTS IN COMMUNICATION 4+0

In collaboration with



The program helps students to develop and deliver key messages to diverse audiences. Students will learn various communication and industry concepts, while building public speaking and presentation skills. Students will also gain knowledge in business communication, graphic design and public relations through various industry related projects.

Career opportunities

Journalist, Editor, Media Planner/ Consultant, Editor, Brand Manager, Corporate Communications Specialist, Public Relations Director, Educator, Foreign Correspondent Specialist, Training and Development Director, Media Relations Specialist, Publications Editor, and more.

Offered at

INTI International College Subang
(R/0323/6/0013)(06/28)(MQA/FA8163)

INTAKE: JAN, MAY & AUG

Duration

4 Years

* For Malaysians who do not have a Credit in SPM BM

** Please consult the Head of Program for more options of electives. Students can earn a minor in Psychology or other business concentrations by utilizing their electives in their study plan

Sample of Study Plan

General Education Core

- Applied Finite Mathematics
- College Composition I
- Environmental Issues
- Introduction to Ethics
- Introduction to Marketing
- Introduction to Psychology
- Introduction to Sociology
- Music and Meaning
- Professional Communication and Career Planning
- Sophomore Seminar

Communication Core

- Advanced Public Speaking
- Digital Video Production: Level I
- Public Relations
- Public Speaking
- Social Media
- Communication Studio
- Communication Capstone
- Communication Internship
- Plus 9 electives

Choose your electives** from the list below

- Abnormal Psychology
- Consumer Behavior
- Dictators in the Modern Era
- Global Financial System
- Lifespan Development
- Marketing Research
- Shakespeare
- Social Media & Marketing Communications
- Young America
- and more...

MPU Subjects

- Bahasa Kebangsaan A*
- Community Service
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Integrity and Anti-Corruption

AMERICAN DEGREE TRANSFER PROGRAM (AUP)

Having pioneered the introduction of American education since 40 years ago, INTI has the most established American Degree Transfer Program (AUP) in Malaysia.

Students have the opportunity to choose from over 300 universities in the US and Canada. Many INTI students have been accepted into prestigious Ivy League and Ivy-equivalent universities.

For more information, please refer to the American Degree Transfer Program (AUP) brochure.

Offered at

INTI International College Subang
Arts: (R3/210/6/0014)(09/29)(A5760)

INTI International College Penang
Arts: (R4/0210/6/0003)(01/31)(A7300)

INTAKES: JAN, MAY & AUG

Duration

2 Years

Program structure

This program enables students to complete up to 2 years of the degree studies at INTI before transferring to the US & Canada to complete their studies.

Popular majors (partial list) pursued by AUP students are:

- Advertising
- Communication
- Journalism
- Mass Communication
- New Media
- Public Relations
- Radio and Television

Popular universities for mass communication

US universities

- California State University - Fresno
- Iowa State University
- Ohio State University
- Michigan State University
- Missouri State University
- San Francisco State University
- St. Cloud State University
- South Dakota State University
- State University of New York - Albany
- State University of New York - Buffalo
- University of Central Oklahoma
- University of Minnesota, Twin Cities
- University of Nebraska-Lincoln
- University of Wisconsin - Eau Claire
- University of Wisconsin - La Crosse
- University of Wisconsin - Madison
- Wichita State University
- Winona State University

Canadian Universities

- Carleton University
- Memorial University of Newfoundland
- University of Alberta
- University of Manitoba
- University of New Brunswick
- University of Saskatchewan

HEAR WHAT OUR ALUMNI SAY



“I am grateful for INTI’s alumni-faculty relationships. My lecturers were always helpful and never let go of me as an alumnus even though I have left the university for some years now. As alumni, we could get any resources that we want if we requested it. INTI has never let me down!”

EDISON LIM HUANG XIAN
 Founder and CEO, TAG La Technology
 Bachelor of Mass Communication (Hons), INTI International University

“During my studies at INTI, I participated in networking events and took part in numerous competitions such as the Maybank Go Ahead Challenge where I was emerged as one of the National Finalists in 2019. I was also named the EPIC Entrepreneur Champion and a Malaysian Representative for the ASEAN Multi-Media Team. These experiences certainly built my credibility in obtaining opportunities from other business owners.”

KENNY LAM HUA JIAN
 Founder and CEO, Polar Stomp
 Bachelor of Mass Communication (Hons) in collaboration with University of Hertfordshire, UK



“INTI’s comfortable surroundings, affordable fees and diverse course modules were factors that led me to study there. Content management is vital in my current job and what I learned at INTI has enabled me to effectively present subject matters in an interesting, clear, concise and logical manner. Looking back, INTI was practically my ‘home’ in education.”

KELLY ANISSA SUNNY AFFANDEY
 Producer, Radio Station BFM 89.9
 Bachelor of Arts (Honours) Mass Communications 3+0, in collaboration with University of Hertfordshire, UK



“I chose INTI’s Mass Communication course for practical reasons – to gain knowledge and for the benefits I could gain from the practical assignments. From the practical assignments, I learnt to interact with people from all walks of life. I started to do some freelance work in video production and editing, and later managed to build my own clientele, which eventually led me to own a video production agency upon graduation.”

JUSTIN WONG ZHE XUAN
 Senior Videographer and Editor, The Beat Creatives
 Diploma in Mass Communication



“At eighteen, I had set my heart in pursuing the creative field of storytelling and INTI offered the perfect programme and studying path for me. The modules made me well-equipped for my blooming career, ranging from practical knowledge in film production, design, and media all the way to the retrospective world of theories and philosophy. I enjoyed every second of it, thanks to lecturers who brought the best out of me.”

NAS ADDINA
 Screenwriter & Producer, Astro Shaw
 Bachelor of Arts (Hons) Mass Communications 3+0, in collaboration with University of Hertfordshire, UK



EMPLOYER TESTIMONIALS

MALAYSIA SME MEDIA GROUP

“We collaborated with INTI on several employer projects over the past few years and found the students capable of working independently and meeting most of our expectations. They demonstrated eagerness to learn and a high level of commitment in delivering quality outcomes.”

Wayne Lim (Group Chief Editor)

SIN CHEW MEDIA CORPORATION BERHAD

“I am honoured to have served on the INTI Advisory Board for over five years. During this time, INTI has consistently shown a strong commitment to upholding high academic standards and aligning its curriculum with evolving industry needs. This dedication ensures that its graduates are well-equipped with the skills and competitive advantage to succeed in today’s workforce.”

Loke Chee Soon (MCIL Group Chief Digital Officer)

NEWSWAV

“INTI has been a valuable partner in our Newswav Creator Incubator Programme. We’ve seen outstanding contributions from INTI students on our creator platform, whether through well-written articles or engaging video content. Their involvement has been instrumental in enhancing the programme’s outcomes.

The lecturers and staff have also been incredibly supportive and diligent in ensuring the programme runs smoothly and successfully. We look forward to continuing this collaboration and seeing more excellent work from INTI students in the future.”

Cassie Chai (Media Manager)

EMPLOYER PROJECTS

INTI has established close ties with leading companies in the industry to develop employer projects to enable students to gain real, hands-on work experience while studying. Through these projects, students are presented with immediate challenges faced by businesses, and are required to work together in teams to develop and present their proposals. Projects are based on real-life business issues that will help students to develop their knowledge and apply their soft skills in actual business scenarios.

Some employer projects undertaken by our students:

- AIA INNOVATIVE DESIGN CHALLENGE COMPETITION**
 AIA
 Students were tasked to produce a video on MyPage User Instruction which teaches AIA users to register and use its main functions. Students had the opportunity to work with AIA’s professional team to produce high-quality ideas and standards.
- 8-WEEK CONTENT PLAN WITH ASTRO HITZ**
 Astro
 Students were required to brainstorm and create an 8-week radio content planning that included the use of Social Media. The students worked in groups and presented their ideas to Astro for their feedback.
- NATIONAL ANIMAL PRESERVATION CAMPAIGN**
 Zoo Negara
 Students were tasked to develop a nationwide campaign for Zoo Negara to raise awareness on its animal preservation programmes. They came up with marketing and social media campaigns and various promotional posters.
- INTERNAL AND EXTERNAL COMMUNICATION STRATEGIES: ENGAGING EXISTING EMPLOYEES AND LOCAL HIRES**
 Flex
 Students were required to analyse public perception towards Flex and to develop a new communication strategy that would allow the employer to engage with existing and new hires. They also had to conduct a survey as well as propose the necessary recommendations to ensure employee engagement and overall communication goals were met.
- CREATIVE STRATEGY CAMPAIGN**
 Digi
 Students were tasked to design a creative campaign to promote the Capture App, the MyDigi App as well as Digi’s Direct Billing to other campus students.

MEDIA & COMMUNICATION COMPETITIONS AND STUDENT ACTIVITIES

▼ IPRM CONFERENCE ON ETHICAL AND RESPONSIBLE COMMUNICATION IN CONJUNCTION WITH WORLD PR DAY

Our Mass Communication students and lecturers attended the IPRM Conference at the Ministry of Communications and had the opportunity to mingle with The Honourable Fahmi Fadzil, the Minister of Communications. They also won second place in the video competition.



▼ UNITED VISION: STORIES OF HOPE IN COLLABORATION WITH SONY

The "United Vision: Stories of Hope" was an event in collaboration with Sony Malaysia to provide a platform for aspiring filmmakers to showcase their talents and creativity, while expressing their patriotism through a unique perspective towards Malaysia.



▼ "ANGKAT": MOVIE DIALOGUE SESSION

An engaging dialogue session with the film's director, Feisal Azizuddin, producer, Iskander Azizuddin and actor, Syazani Zikry. Both Feisal and Iskander are INTI alumni.



▼ CHAM PENG 2.0: THE CREATIVE CLASH – EMPOWERING FUTURE CREATIVES IN HOSPITALITY BRANDING

A 3-day bootcamp designed to simulate real industry conditions. This initiative pushed students to apply their knowledge in public relations, photography, videography, and social media storytelling.



▼ MENCARI RAMLEE MOVIE DIALOGUE SESSION

An engaging dialogue session with the film's cast and crew providing students with an exclusive behind-the-scenes look into the creative journey of the film.



▼ SHORT FILM COMPETITION – VIPKI

INTI bagged the consolation prize in Pertandingan Video Pendek Kefahaman Islam VIPKI IKIM.





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[INTI International University & Colleges](https://www.linkedin.com/company/INTI-International-University-&Colleges)

INTI NETWORK

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04-631 0138 | 1-Z, Lebuh Bukit Jambul, 11900 Bayan Lepas, Pulau Pinang

INTI COLLEGE SABAH ^{DK249-03(S)}
088-489 111 | Level 2 (South Wing) & Level 5, KM10, Jalan Tuaran Bypass, 88450 Kota Kinabalu, Sabah

INTI EDUCATION COUNSELLING CENTRES ^(266729-P)

PERAK 05-241 1933 | No. 258, Jalan Sultan Iskandar, 30000 Ipoh
JOHOR 07-364 7537 | No. 25, 25-01, Jalan Austin Heights 8/1, Taman Austin Heights, 81100 Johor Bahru
PAHANG 09-560 4657 | B16, Jalan Seri Kuantan 81, Kuantan Star City II, 25300 Kuantan
SARAWAK 082-265 897 | Ground Floor SL. 38. Lot 3257, Block 16, Gala City, Jalan Tun Jugah, 93350 Kuching



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