



PROGRAMME DESCRIPTION

The Master of Mass Communication program at Lincoln University College is a research-based academic program that teaches students how to do scholarly research in the field of mass communication. The program provides students with a hands-on approach to learning that allows them to gain the complete range of technical expertise, conceptual skills, and aesthetic expression needed to become effective media practitioners.

For successful completion of Masters degree in Lincoln University College, each candidate should publish minimum of two research articles in Scopus indexed journals, with Lincoln University College affiliation.

Mode of Delivery: Research



PROGRAMME AIM

The program of Master of Mass Communication will produce professionals who are eligible to:

- Impart advanced knowledge in Mass Communication and related areas of research.
- Bestow learners by analytical, practical, communication, and interpersonal skills.
- Empower learners with Information Communication Technologies (ICTs) including digital and numerical competencies to make them efficient professionals and researchers in Mass Communication and allied industries.
- Inculcate acumen in research, innovation, and entrepreneurship.
- Emulate professional ethics, social responsibility, and values of global research.



CAREER OPPORTUNITIES

Students will be prepared to start a career in communication policy or research, within the communication industry, or as a community college teaching after graduation. Because of the expanding popularity of these mass communication channels, candidates in the field of mass communication have more opportunities than ever before. They can pursue prestigious positions as:

- Television & Film Director/Producer
- Content Writer
- Event Manager
- Public Relations Professional
- Digital Marketing Expert
- Journalist



PROGRAMME DURATION

Full Time: Minimum- 24 months; Maximum-30 months

Part Time: Minimum- 36 months; Maximum- 42 months

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my

Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.



INTAKE AND ENTRY REQUIREMENTS

Intake: 1. January, 2. May, 3. September

- A Bachelor's Degree or its equivalent, with a minimum Cumulative Grade Point Average (CGPA) of 2.75, as accepted by the Lincoln University College Senate; OR
- A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; OR
- A Bachelor's Degree or its equivalent, not meeting a CGPA of 2.50, can be accepted subject to a minimum of five years of working experience in a relevant field.
- Candidates without a qualification in the related fields or relevant working experience must undergo appropriate prerequisite courses determined by Lincoln University College and meet the minimum CGPA based on (1) to (3).

For international students. Test of English as a Foreign Language (TOEFL) score of 600 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed. If a student does not meet this requirement. HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the program. This is normally conducted through an assessment process.



LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	MQA Subject Code	Subject Name	Credits
1.	MMCR 701	Research Methodology	3
2.	MMCR 702	Computer Application	3
3.	MMCR 703	Research work on any one of the following specialty	NA
		1. Communication	
		2. Print Media/Journalism	
		3. Broadcast Journalism	
		4. Social Media /Information	
		5. New Media / Digital Media	
		6. Media Technology/Creative Media	
		7. Health Communication	
		8. Media and Culture	
		9. Intercultural and International Communication	
		10. Crisis Communication	
		11. Organizational Communication	
		12. Communication/Media Literacy	
		13. Global Media Policy	
		14. Film Studies	
		15. Advertising and PR	

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