



# ARTS & COMMUNICATION

**BACHELOR OF COMMUNICATION (HONS)**

• MARKETING COMMUNICATION • MEDIA STUDIES • PUBLIC RELATIONS

**DIPLOMA IN COMMUNICATION**





## OUR MISSION

To help people succeed in life and to live a life of significance through education

## OUR VISION

- To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvements, and the talent development of students and staff
- To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment
- To be a university with a strong research focus in our key areas of excellence
- To be a university that shares our success with the stakeholders and communities we serve

## OUR VALUES

- Pride of Achievement
- Sharing Success
- The Courage to Be
- To be Compassionate
- To be Significant

## COME AND JOIN THE MOST INNOVATIVE, CREATIVE AND EXCITING COMMUNICATION PROGRAMMES IN ASIA

It is my pleasure to welcome you to the HELP University Communication programmes. We will prepare you for the demands of an ever expanding media industry. Not only will we help you develop your voice to performance standards, we will also engage with you holistically to help you develop and broaden your communication skills above the competition, in all areas.

Classes are fully integrated, designed to address the individual and group needs of students. The emphasis on the courses is practical, interactive, fun and immersive. HELP University Communication students set the industry standard and are the number one choice for many employers across Malaysia and in other parts of the world.

The HELP Faculty of Arts and Communication employs industry experts, academics and professionals from all over the planet. Our students are achievers in the truest sense of the word and have helped us develop a vibrant culture of excellence and success. A Faculty of Achievers.

### FUN FACTS ABOUT THE HELP COMMUNICATION PROGRAMMES

- Students from over 30 countries including USA, Malaysia, Australia, China, India, Japan, Nigeria, Sri Lanka, Uganda and South Korea have studied Communication at HELP University
- 3 beauty queens, 2 royals, 2 international sportspeople, and 4 social media influencers are studying Communication at HELP
- Recent film locations have included the jungle, a desert island, the city, a haunted house and our very own radio station.

Whatever we do in our lives we all need to communicate. Communication studies are more than just degree programmes, they hone the essential skills for life.

Studying Communication at HELP University provides a solid grounding for all jobs or further education that you may wish to undertake. Excellent communication skills are what all potential employers are looking for. We make you industry ready.

A Diploma or Bachelor's degree in Communication from HELP University puts you way ahead of the competition. We will help you achieve your dreams and show you how to make them a reality. In our communication faculty, you will embark on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible. We will open up your creative minds so that you are able to reach your maximum potential. You will be amazed by your own capability and astound others with your transformations. I call it transformative communication. Empower yourself at HELP University. Join our Communication Faculty now. I dare you.

We welcome students from all over Malaysia and also offer a special welcome to our international students. 特别欢迎来自中国的学生加入。우리는 한국 학생들에게 특별한 환영을 전합니다. Kami mengucapkan selamat datang khusus kepada pelajar dari Indonesia untuk bergabung dengan kami. 日本から参加してくれる学生さんたちに対して、特別に歓迎する気持ちを表したいと思います。



Ben and Aamir, two of our high performing international students, rehearsing their new video action sequence.

Andy and his friend Louie at Boleh Host?! 2019 - one of our signature events.



# WHAT IS COMMUNICATION?

Communication can be described as the act of transferring information from one place, person or group to another. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, cultural situation, medium used to communicate, and even our location.

The complexity is why good communication skills are considered desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

When we communicate we do not use words alone. In fact, words make up only 7% of what people actually hear from our communications. The rest is all about body language, pitch, intonation, confidence, people's perspective when they hear us communicating and the list goes on.

Communication happens on so many levels and through so many other ways too; ways we don't even think about. Through touch, eye contact, facial expression, space proximity, gestures, how we dress, our use of digital media, mobile phones, a wink, a nod an 'alright mate how's it going?'

Some people are brilliant at what they do, knowledgeable in many areas, but if they are unable to communicate their ideas with those who matter, they may be ignored or shunned in their careers. How many inventions, ideas or theories have we lost to the world because they were not communicated? We will never know. Communication is not just about amazing inventions. Many of us experience the pain and humiliation of being ignored in meetings or gatherings. Or when we feel

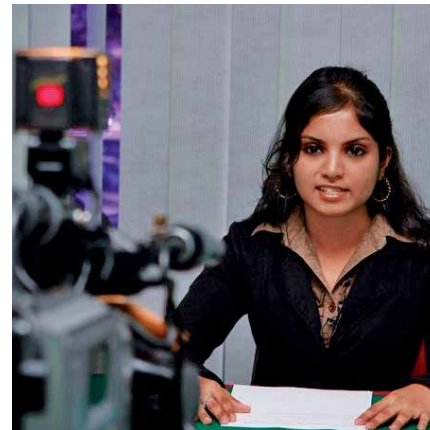
that we have not expressed ourselves the best way we wanted too. Communication takes practice in whatever form it takes. It's a whole body experience both physically and mentally. The art of communication includes mass communication which can now cross borders instantly all over the world.

HELP's innovative and creative communication programmes prepare students for working across the media industry and beyond. The skills attained on these courses will enhance students' personal and professional growth in an ever expanding industry. In addition, the knowledge and practice gained will provide students with a solid foundation for future studies or for work across all other sectors.

Mass communication allows one to develop persuasive skills and strengthens the capacity for critical and analytical thinking in diverse cultural, social, ethical and legal contexts. Given the wide spectrum of mass communication, some degree of specialism is expected of practitioners once you get to degree level. HELP University enhances your marketability through three majors: Public Relations, Marketing Communication and Media Studies.

At the diploma level you also have the chance to follow three pathways: 1) Communication Analytics, 2) Filmmaking, Broadcast and Media, 3) Social and Digital Media Marketing.

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 in a fun, dynamic, innovative and creative way.



Students have hands on experience with all the equipment available in the faculty.



## PREPARING YOU FOR IR 4.0

A communicator is a creator of worlds. At HELP University we are starting a revolution. A revolution in education; innovation in communication. Staying ahead of the game, we continually innovate and pioneer. In our Arts and Communication Faculty we will take you on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible. We will open up your creative minds so that you are able to reach your maximum potential. You will be amazed by your own capability. You will astound others with your transformations.

The way we see the world is changing. Augmented Reality and Virtual Reality devices are altering the way we see and experience the world. Analytics and Big Data exploration are part of the revolution. Data is all around us. Wearables will become more and more important as the technology progresses. The Faculty of Arts and Communication is currently researching holographic capabilities. The aim, instead of swiping

and flicking through visual presentations or teaching via video link, will be about immersing students through the use of holograms and technology.

The technology will soon be with us where new types of 3D capturing technology will allow high-quality 3D representations of people, or holograms, to be reconstructed, compressed and transmitted anywhere in the world in real time. When combined with mixed reality displays, this technology will allow users to see, hear and interact with remote participants in 3D as if they were actually present in the same physical space. Communicating and interacting with remote users becomes as natural as face-to-face communication.

Our objective is interaction and immersion. Developing, creating a feeling of being there with people in a virtual space, in a real space, in a fun and educational space. Mass media communication can now cross borders instantly all over the world. We at HELP aim to innovate with this technology.

### STATEMENT FROM THE INDUSTRY

**“BASED ON MY OBSERVATIONS AND CONVERSATIONS, I CAN CONFIDENTLY SAY THAT HELP UNIVERSITY COMMUNICATION STUDENTS ARE WELL TRAINED FOR THE WORKING WORLD”**

Lee Poh Sim, Ogilvy & Mather Kuala Lumpur, Malaysia



# CAREER PATHWAYS FOR COMMUNICATION GRADUATES

## DIPLOMA IN COMMUNICATION

- Assistant Producer
- Media Buyer
- Assistant Copywriter
- Scriptwriter
- Reporter
- Junior Video Editor
- Accounts Executive in advertising agency
- Communications Officer
- Marketing Officer
- Sales Executive
- Research analyst
- Disc jockey
- \* TV/radio/event programmer and host
- Entrepreneur
- Performer
- Stage Manager
- Business

## BACHELOR OF COMMUNICATION (HONS) (MARKETING COMMUNICATION)

- Marketing planning
- Advertising
- Public relations
- Event marketing
- Business
- Broadcasting and publishing
- Investor relations
- Sales and promotion
- Database marketing
- Market research
- Non-profit organisations
- Branding and product planning
- Client servicing
- Media planning and buying
- Copywriting
- Documentary filmmaker
- Social Media Influencer
- Performer
- Entrepreneur

## BACHELOR OF COMMUNICATION (HONS) (MEDIA STUDIES)

- Journalism
- Media management
- Press attaché
- Filmmaking
- Publishing
- Broadcasting
- Cinematography
- Public affairs
- Corporate writing
- Speech writing
- Script writing
- Photojournalism
- Public relations
- Corporate communications
- Media Consultant
- News Correspondent
- Editor
- Art Director
- You Tuber

## BACHELOR OF COMMUNICATION (HONS) (PUBLIC RELATIONS)

- 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
- Public Relations Manager
- Publicist
- Copywriter
- Social Media Manager
- Spokesperson



## CAREERsense @HELP

The mission of this one-stop career guidance, testing and career development centre is to equip students and organisations with the relevant knowledge, competencies and skills needed for personal and career success.

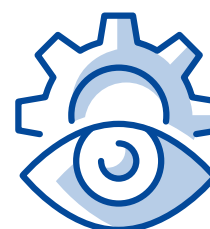
Services include:

- Employment and internship support
- Career Guidance Testing and Assessment
- Career Exploration Resource Centre
- Personal Development and Employability Training



## HELPING COMMUNICATION GRADUATES MOVE INTO THE CAREERS OF THEIR CHOICE

Our goal is to assist students academically, holistically, emotionally and practically find a career that fits their passions, talents, interests, knowledge and life goals. This complements HELP University's mission statement: to help people succeed in life and live a life of significance through education.



### STEP 1: SELF DISCOVERY

#### GOALS

Discovering who I am and how I relate to others

- My skills
- My personality
- My interests
- My values
- My ambitions
- My needs
- My life goals

#### ACTIVITIES

- Creative groupwork
- Meeting career consultants
- Discussions with industry experts



### STEP 2: CAREER EXPLORATION

#### GOALS

Discovering career pathways

- Exposure to career options for communication graduates
- Developing an accurate understanding of each career pathway

#### ACTIVITIES

- Guest lectures with industry specialists
- Working internships
- Industry visits



### STEP 3: CAREER DECISIONS

#### GOALS

Identifying career pathways that match my skills and who I am

- Shortlisting suitable work clusters
- Shortlisting target organisations and positions

#### ACTIVITIES

- Groupwork discussion, reflection and sharing sessions on shortlists and organisations



### STEP 4: CAREER PREPARATION

#### GOALS

Securing targeted jobs

- Identifying skills and competencies required
- Developing strategies to secure employment

#### ACTIVITIES

- Further developing competencies
- Interview techniques
- Workshops on resume and CV
- Job dating events



## OUR ACHIEVERS AND ALUMNI SAY...

“The greatest realisation that I gained while studying at HELP was I could achieve anything if I managed my time well and committed to it. “Make mistakes and learn from them.” During my time, I enjoyed great moments in student activities organised by the University.”

**Hiew Kar Yee**  
**BComm (Public Relations)**  
**First Class Honours, President's Award recipient**



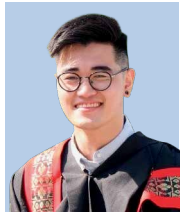
“The courses at HELP University opened my eyes to new perspectives that I had never pursued before. I feel very fortunate through my experience at HELP University to have met the most amazing people who have positively impacted my personal and professional development. It has truly been an exciting and intellectually enriching experience throughout my study at HELP”

**Lim Jun Hong**  
**BComm (Marketing Communication)**  
**First Class Honours, President's Award recipient**



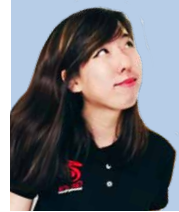
“Studying at HELP has given me lots of opportunities to try different things. I've had the most fun organising and participating in events like the HELP Film Festival and Halloween Massacre Night. I prefer practical work so I'm glad that we have a well-equipped film and radio studio. Someday I'll probably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

**Tiara Jane Anchant**  
**BComm (Media Studies)**  
**First Class Honours**



“The sky's the limit, but the ground is my anchor. Writing has always been a passion of mine, to create art with letters and words, oh what bliss! Thankfully, my time at HELP University helped propel me towards achieving that dream but also kept me rooted and humble at the same time. I was fortunate to have spent a month in South Korea for an exchange programme. I was also given much faith and belief to lead the sponsorship team for a charity event. In short, skills and humility are the two great traits I've gained here. Traits that would forever shape who I am.”

**Stanleigh Jenkins Pingguan**  
**BComm (Media Studies)**  
**First Class Honours**



“It was a great experience to study in HELP University. The lecturers really go out of their way to help students achieve their dreams. They gave me countless opportunities to grow and to find my potential not only as a student but also as a person. The amount of guidance and effort they put in really shows their dedication and passion for 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 (Marketing Communication)**  
**First Class Honours**



“HELP's Marketing Communication programme equipped me with the right foundation for my work as a brand catalyst at my advertising agency, because most of the coursework was based on advertising communication. So I knew what to do, and I knew I could fulfil my employer's expectations. Whatever the major, HELP's Communication programme is really geared towards preparing students for the workforce. Most of my friends who have graduated have already started working. That is a living example of how beneficial the programme is.”

**Nur Hidayah binti Zaili Razib**  
**BComm (Marketing Communication)**  
**First Class Honours**  
**HELP University President's Award recipient**



“My main task is finding new local and international brands to be part of the e-commerce retailer, WEDABO. With a small team at hand, I also have to perform a creative role. I'm currently overseeing the operations and commercial aspects of the business. I deal with internal and external stakeholders as well as building relationships with potential customers.”

**Liyana Sobri**  
**BComm (Marketing Communication)**  
**First Class Honours**  
**Merchandiser cum Social Media Strategist at WEDABO**



“Constantly updating myself in all areas of social media and radio broadcasting! I am willing to challenge myself in a fast-paced working environment as well as actual career development”.

**Ming Sheng was Radio Broadcaster & President of the HELP Radio Club.**

**Eng Ming Sheng**  
**BComm (Media Studies)**  
**Digital Marketing Executive, Institut Maklumat Teknologi Nusantara, Kuching, Sarawak**



“As a Content Specialist at SAYS.com, I constantly remind myself that my everyday goal is to not only write good stories, but stories that people read.”

**Ruxyn Tang**  
**BComm (Media Studies)**  
**First Class Honours**  
**Senior Content Specialist at SAYS.com, KL**

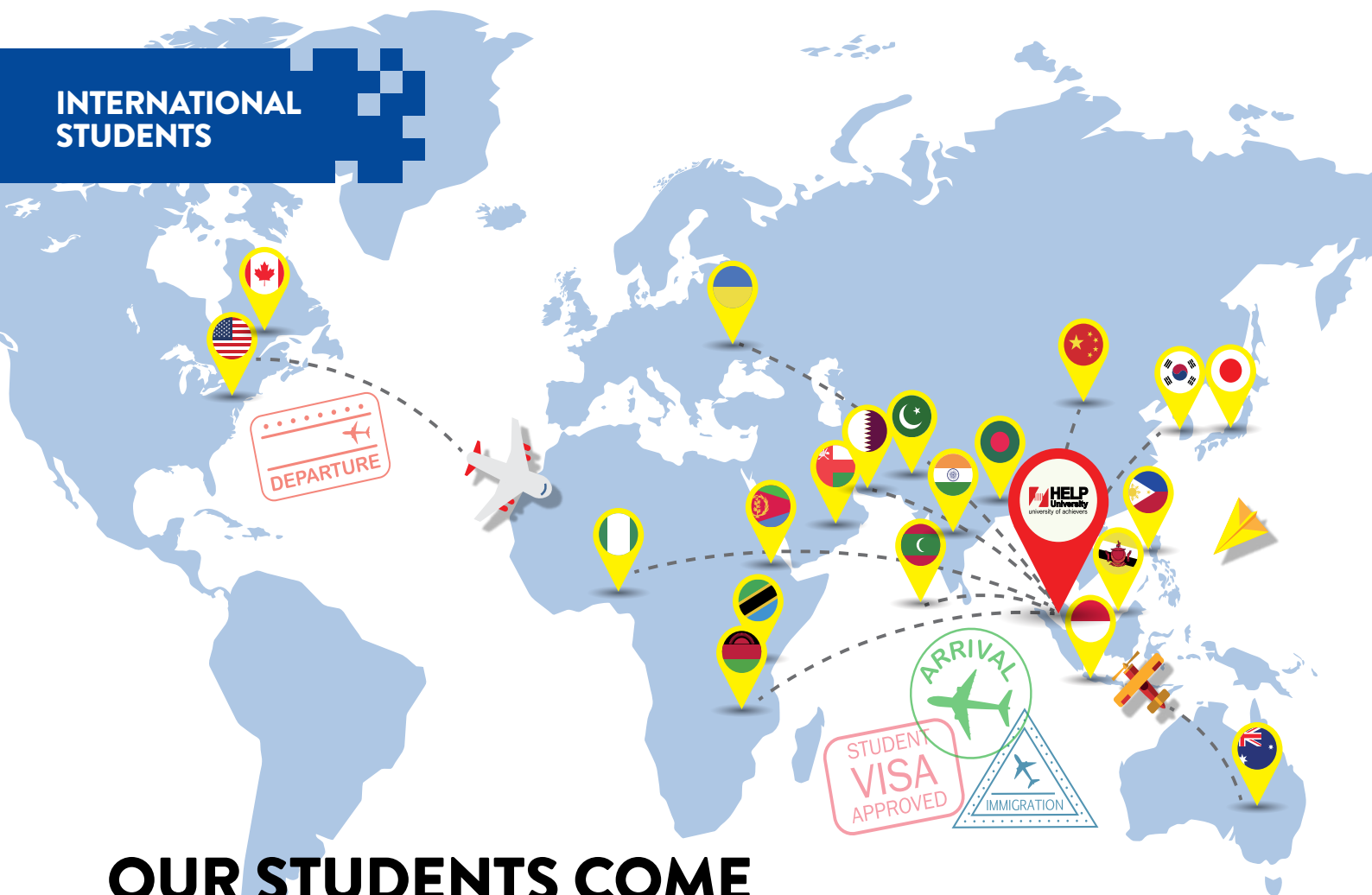
“University life is probably the most life changing experience I ever had, especially with all the experiences and memories at HELP. I learned to be independent and found my true passion in filmmaking; fighting for what I believed in for the benefit of the students and the Faculty of Arts and Communication. From founding the Creative Productions Society to organising the biggest HELP Film Festival in 2014, nothing ever came short during my time at HELP. It gave me opportunities to meet different people and seek knowledge - experiences that can only be gained outside the classroom.”

**Choong Chee Meng**  
**BComm (Media Studies)**  
**Second Class Upper**





## INTERNATIONAL STUDENTS



## OUR STUDENTS COME FROM ALL OVER THE WORLD



**INDONESIA**  
**Vicky Febrinata Ramadhan**  
Bachelor of Communication  
(Media Studies) (Hons)



**VIETNAM**  
**Tran Thanh Tra**  
Bachelor of Communication  
(Media Studies) (Hons)



**INDIA**  
**Aamir Javed Khan Dalwai**  
Bachelor of Communication  
(Media Studies) (Hons)



**SRI LANKA**  
**Dona Yasonil Piyatissa**  
Bachelor of Communication  
(Media Studies) (Hons)



**KENYA**  
**Afshin Azim Fazal**  
Bachelor of Communication  
(Marketing Communication) (Hons)



**JAPAN**  
**Yumeka Tsukui**  
Bachelor of Communication  
(Public Relations) (Hons)

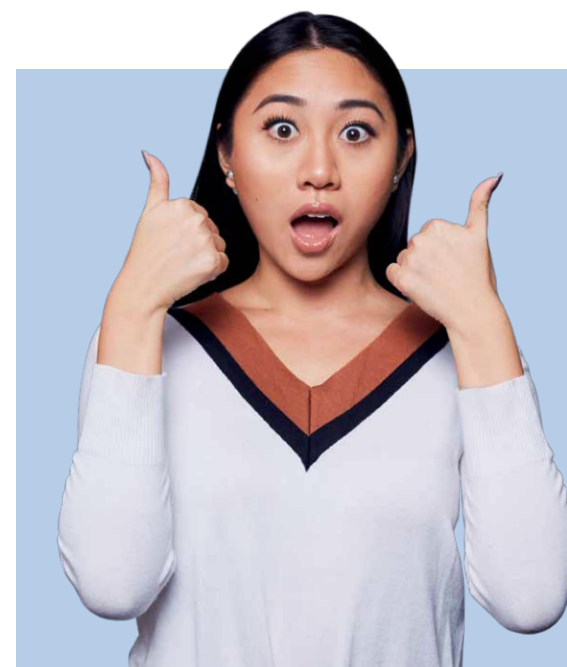


**TANZANIA**  
**Aziz Ally Laay**  
Bachelor of Communication  
(Media Studies) (Hons)



**PHILIPPINES**  
**Elle Ulysse Galindo**  
Diploma in Communication

## MEDIA INFLUENCERS



“Studying at HELP didn’t mean I had to neglect my job as a host in the entertainment industry; instead it taught me skills that further educated me and enhanced my abilities. All the subjects offered are carefully crafted to best guide students to perform and achieve the highest success in their work.”

**Alexis Sue-Ann Seow Su-Yin**  
Bachelor of Communication (Public Relations) (Hons)  
Miss World Malaysia 2019  
Miss Universe Malaysia 2018- First Runner-Up

“The journey of a 1,000 miles begins with a single step at the university of achievers. As the saying goes: “The future belongs to those who believe in the beauty of their dreams”, so my dreams were made possible through the Sports scholarship offered by HELP. I will always hold dear the great support of the staff and faculty members in making this journey possible. Thank you for your understanding and for providing nothing but the best of lecturers, the environment and the facilities.”

**Tanalaksiumy A/P Mahenthiran Rayer**  
Bachelor of Communication (Public Relations) (Hons)



“I’m very grateful that I made the right choice pursuing my studies at HELP University. I immediately felt welcome, thanks to the friendly staff and of course, my fellow students. Apart from making friends, I have also got a lot of opportunities, especially first hand experience, working in the film studio and organising events. I also love my experience being part of HELP Radio where I co-host our own weekly radio show.”

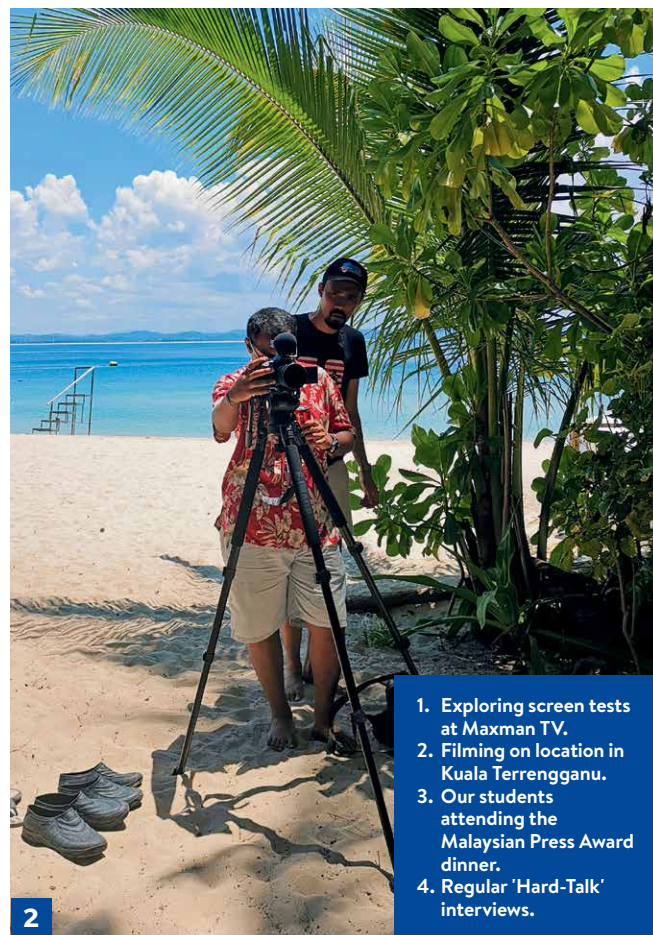
**Yazmin Binti Aldwin Abdul Aziz**  
Diploma in Communication



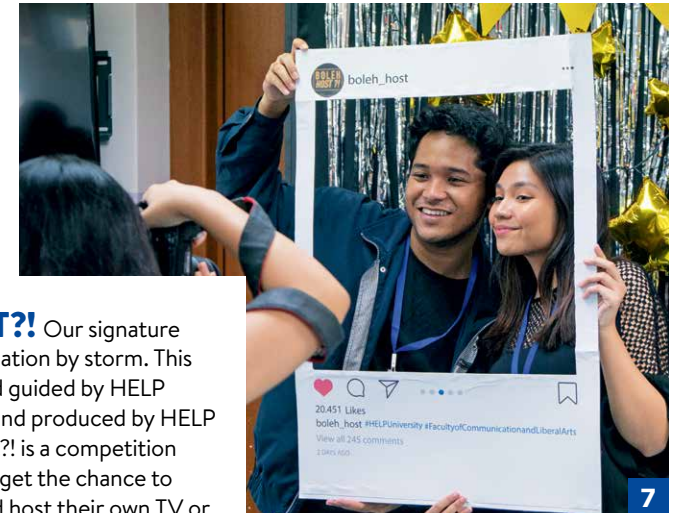
## EVENTS, TRIPS, FESTIVALS AND CONFERENCES



Joining one of our Communication Programmes is going to be one of the highlights of your life. Not only will you be getting the highest education experience possible, you will also be putting into practice what you have learned through a series of exciting events and trips including road trips and industry visits which are regularly offered to all Communication students. Recent off-campus projects include collaborations with MaxmanTV, a film location shoot on the beautiful Pulau Kapas and HELP Communication student representation at the Malaysian Press Institute (MPI) Awards, HELP Strategy Seminar, Conferences and Film Festivals.



1. Exploring screen tests at Maxman TV.
2. Filming on location in Kuala Terengganu.
3. Our students attending the Malaysian Press Award dinner.
4. Regular 'Hard-Talk' interviews.



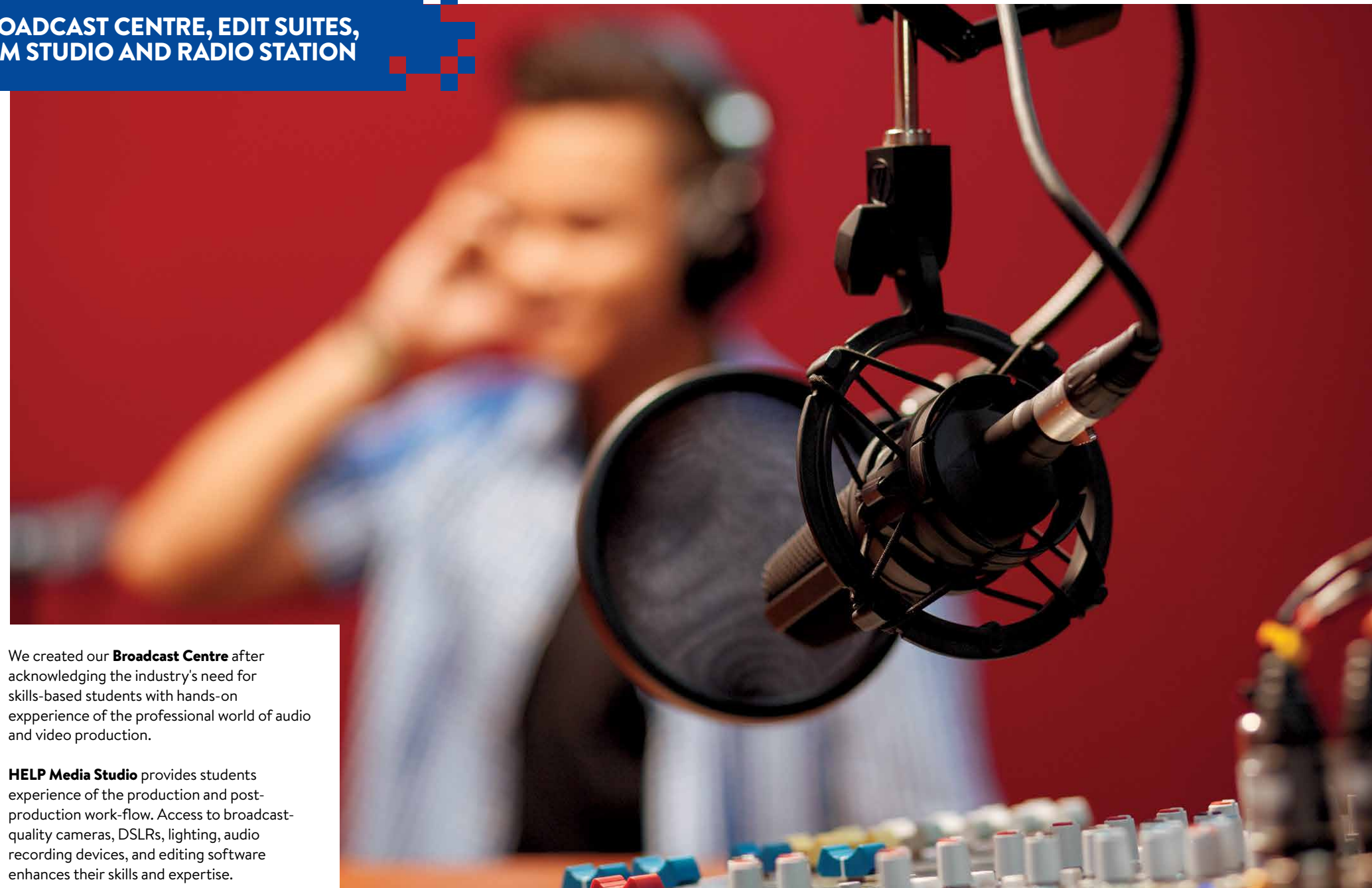
**BOLEH HOST?!** Our signature event that took the nation by storm. This event, supported and guided by HELP staff, was organised and produced by HELP students. Boleh Host?! is a competition where young people get the chance to show how they would host their own TV or radio show in front of celebrity judges. A day full of surprises, workshops, stalls, VIP guests and thousands of ringgit in prize money. "Boleh Host?! is a platform where young people can express themselves passionately and get the chance to win some cash. Great fun and radical" (Nur Farah - HELP student). All Communication students get the chance to be involved.



5. Passionate audience at Boleh Host?!
6. Boleh Host?! winner 'Heer Raj Mahal'.
7. Instagram photo booth.
8. Boleh Host?! 'Runner-Up' Shahrul Nizam Bin Mohd Sharil.
9. Boleh Host?! judges and winners (from left: Alexis Sue-Ann, Dr Andy Hickson, Heer Raj Mahal, Shahrul Nizam, Pasha Rahim, Joey G).



## BROADCAST CENTRE, EDIT SUITES, FILM STUDIO AND RADIO STATION



We created our **Broadcast Centre** after acknowledging the industry's need for skills-based students with hands-on experience of the professional world of audio and video production.

**HELP Media Studio** provides students experience of the production and post-production work-flow. Access to broadcast-quality cameras, DSLRs, lighting, audio recording devices, and editing software enhances their skills and expertise.

**The HELP Radio Station** is run by students under the guidance of professional staff throughout each semester and operates on a MAC platform.

In order for students to meet industry standards in editing and visual effects apps which are required in some of the Communication degree and diploma programmes, the workstations now include Hitfilm Express (video editing and visual effects), Davinci Resolve 16 (video editing and colour correction), Motion 5 (visual effects) and Compressor (media export tools).

**The Film Studio** has been transformed to become an indoor production studio. The students are exposed to the process of multiple camera production recording, green screen production, broadcast standard workflow and photography shoots.







## HOW WILL A COURSE IN COMMUNICATION STUDIES HELP ME?

We all need to communicate. Whatever field we enter, communication is the key to our success. We communicate our ideas, inventions, thoughts, programmes and markets. In fact, of all the social skills, communication skills are crucial in every sphere of life. Good communication skills will always put us ahead of the competition. Strong communication skills are what employers are looking for above all other skills.

Communication skills help us not only in the workplace or in further education, they also help us in our personal lives, our sociability, our family life and our friendships. Having solid communication skills makes us more confident and allows us to be heard in a life full of distractions. Superior communication skills also enable us to develop our listening skills, thus helping us engage in dialogues rather than monologues and fosters all round interactive creativity.

Communication is at the heart of every organisation. Everything you do in the workplace results from communication. Therefore, good reading, writing, speaking and listening skills are crucial if

tasks are to be completed and targets achieved. As you develop your career you will find various reasons why successful communication skills are important to you; for example to secure an interview you will need good communication skills to make sure your application letter is read and acted upon. To get the job, you will need to communicate well during your interview if you are to offer yourself and get the job you want. To do your job well, you will need to request information, discuss problems, give instructions, work in teams, interact with colleagues and clients. If you are to achieve co-operation and effective teamwork, good human relations skills are essential. Also, as the workplace is becoming global, there are many factors to consider if you are to communicate well in such a diverse environment.

The most successful organisations understand that if they are to be successful in today's business world, good communication at all levels is essential.

Our courses in Faculty of Arts and Communication will help you be the best that you can be.

## DIPLOMA IN COMMUNICATION

KPT/JPS (R/321/4/0121) (MQA/FA4419) 03/24

The Diploma in Communication was created in consultation with industry experts and educationists to both prepare graduates for the industry and for admission into our three degree BCom pathways.

With this diploma, students will gain an in-depth understanding of how the elements of marketing and communication mix, how to implement various communication strategies into marketing objectives, and what companies must do to effectively communicate with potential and existing clients. Graduates could become the next viral You Tuber or internet superstar.

HELP diploma graduates will be industry ready, business savvy, creative entrepreneurs and public relations experts or ready to tackle the next educational challenge. This diploma is a good foundation for students who want to pursue a bachelor's or master's degree in communication, media studies, public relations, business and marketing.

Students will receive training in our state-of-the-art production studio, editing suite and graphic design laboratory.

One of the stand-out modules of our communication programmes is the performing arts element. You will learn acting and vocal techniques that will help you in your communication and media studies. The foundations for success.

The Dip Com also permits credit transfer directly into Year 2 of the BCom programmes (Marketing Com, Media Studies, Public Relations), thereby shortening the duration of the student's degree studies by about a year.

### PROGRAMME DETAILS

- 2-year programme
- 24 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 (including English) 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 in Media or Communication 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 have first to enrol in the HELP 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 enrol in the faculty programme.

### ASSESSMENT

- Coursework and assignments 60%
- Written examination 40%

### INTAKES

January / May / July\* / August

\*Special intake for New Students

### YEAR 1

- DMCH1214 Mass Communication
- DMCH1224 Human Communication
- DMCH1234 English for Academic Purposes
- DMCH1244 Public Speaking and Presentation Skills
- DMCH1254 Public Relations
- DMCH1264 Multimedia Design
- DMCH1274 Marketing Communication
- DMCH1284 Writing for Mass Media
- DMCH1294 Principles of Journalism
- DMCH1314 Entrepreneurship
- DMCH1324 Acting for Film and Theatre
- MPU 1: MPU2163 Malaysian Studies 2 (Local Student)
- MPU 1: MPU2133 Bahasa Melayu Komunikasi 1 (International Student)
- MPU 2: MPU2263 Communication 1; or
- MPU 2: MPU2213 Bahasa Kebangsaan A (Compulsory for local student without credit in BM SPM)

### YEAR 2

- DMCH2123 Graphics and Publication Design
- DMCH2133 Introduction to Research
- DMCH2143 Introduction to Digital Marketing
- DMCH2268 Industrial Training
- Option 1; or Option 2; or Option 3
- MPU2323 Malaysian Film Industry
- MPU2432 Co-Curriculum - Event Management 1

### OPTION 1

#### COMMUNICATION ANALYTICS

- DMCH2154 Communication in Global Workplace
- DMCH2164 Search Engine Optimization
- DMCH2173 Visualizing & Communicating Data
- DMCH2234 Digital Photography Techniques
- DMCH2253 Introduction to Data Analytics

### OPTION 2

#### FILMMAKING, BROADCAST & MEDIA

- DMCH2184 Broadcast & New Media
- DMCH2173 Visualizing & Communicating Data
- DMCH2194 Creative Media Production
- DMCH2214 Films for YouTube and Social Media
- DMCH2253 Introduction to Data Analytics

### OPTION 3

#### SOCIAL & DIGITAL MEDIA MARKETING

- DMCH2214 Films for YouTube and Social Media
- DMCH2223 Advertising
- DMCH2164 Search Engine Optimization
- DMCH2244 Media, Technology & Society
- DMCH2253 Introduction to Data Analytics



# BACHELOR OF COMMUNICATION (MEDIA STUDIES) (HONS)

KPT/JPS (R2/321/6/0145) (A6242) 03/25

Do you have an innate desire to pursue a career in film, television, print and digital communication? Do you want to be the next You Tuber? Are political campaigns, celebrity scandals and the ways we communicate with each other of interest to you? If the answer is yes to any of those questions, then this course is the right one for you. It will help equip you with the skills to analyse the media and think critically about its social and political impacts. You will get to make films, to produce, perform, edit and put your skills to practice in industry settings.

The media studies programme at HELP University 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.

Taught by industry specialists and expert researchers, you can choose to focus on digital media, film studies, news journalism, communication skills, promotional communication, and other topics. You will even undertake a twelve-week work placement to gain hands-on experience in the communication and media industries.

To support your academic study, you'll have access to breakout rooms within the university. We also have a student common room, especially for students studying in the Faculty of Arts and Communication.

In addition to our extensive loans service for equipment such as digital recorders, video cameras, stills cameras, you'll benefit from access to our top of the range editing suites equipped with the latest video editing software, Photoshop and more. We are also expanding our dedicated digital media lab with specialist software, a fully equipped radio station and broadcast studio and green screen room.



Students utilising our equipment in our media broadcast centre.



YEAR ONE

- MCH1014 Mass Communication
- MCH1024 Public Speaking
- MCH1034 Business Communication
- MCH1044 Multimedia Design
- MCH1054 Writing for Mass Media
- MCH1064 Journalism
- MCH1074 Human Communication
- MCH1084 Entrepreneurship
- MCH1094 English for Academic Purposes
- MCH1004 Marketing Communication

MPU 1

Local Students

- MPU3183 Penghayatan Etika dan Peradaban
- MPU3193 Falsafah dan Isu Semasa

International Students

- MPU3193 Falsafah dan Isu Semasa
- MPU3143 Bahasa Melayu Komunikasi 2

YEAR TWO

- MCH2014 Communication Theories
- MCH2024 Communication Law & Ethics
- MCH2034 Intercultural Communication
- MCH2044 Broadcast & New Media
- MCH2054 Communication Issues in the Digital Age
- MCH2064 Media Audience Analysis
- MCH2074 Social Research Methods
- MCH2084 Acting for Media and Film
- 2 Year Two free elective subjects

MPU 2 / MPU3 - choose 1

- MPU3213 Bahasa Kebangsaan A\*
- MPU3373 A\*Gen Careers in Malaysia and Beyond
- \* Compulsory for local student who did not have credit in BM SPM

YEAR THREE

- MCH3016 Dissertation
- MCH3024 Audio Visual Editing
- MCH3034 Media Planning
- MCH3044 TV Production Management
- MCH3054 Social Media and Mobile Marketing
- MCH3064 Documentary Production
- MCH3078 Industrial Training
- 2 Year Three free elective subjects

MPU 4 - choose 1

- MPU3412 Co-Curriculum - Sports 2
- MPU3432 Co-Curriculum - Event Management 2



BACHELOR OF COMMUNICATION (MARKETING COMMUNICATION) (HONS)

KPT/JPS (R2/321/6/0146) (A6244) 03/25

This course has been developed with industry professionals and top academics to make sure you gain the practical experience and skills you need to succeed in a career in digital marketing or marketing communications or of course business.

It combines marketing communications, digital marketing and management subjects. It's designed to equip you with the skills that marketing and marketing communications employers are looking for in the increasingly digital workplace of the future.

From advertising and creative design packages, through to direct marketing, social media marketing, public relations, search engine optimisation, websites and Google Analytics, you'll graduate with a portfolio of skills as well as a strong personal brand.

This course takes you beyond the traditional advertising major, as the curriculum incorporates business, marketing and management perspectives into advertising. It includes promotions, brand management, product launches and

merchandising, among others. Marketing communication specialists today are an integral part of any marketing team. They communicate information to current and prospective customers about products or services that are currently available in the market, as well as launching of new brands or rebranding through the various media.

You'll address real-world issues from the start, using your new skills to explore case studies and support local start-ups and charities with their marketing challenges. You'll graduate with professional experience and useful contacts to help kick-start your career.

This course could lead you into many different careers in digital marketing, marketing communications and in agencies. Your skills will be in demand in a wide range of roles, including graduate management trainee, digital marketing manager, marketing communications executive, account executive, social media executive or direct marketing manager.

ENTRY REQUIREMENTS SEE PAGE 21

YEAR ONE

- MCH1014 Mass Communication
- MCH1024 Public Speaking
- MCH1034 Business Communication
- MCH1044 Multimedia Design
- MCH1054 Writing for Mass Media
- MCH1064 Journalism
- MCH1074 Human Communication
- MCH1084 Entrepreneurship
- MCH1094 English for Academic Purposes
- MCH1004 Marketing Communication

MPU 1

Local Students

- MPU3183 Penghayatan Etika dan Peradaban
- MPU3193 Falsafah dan Isu Semasa

International Students

- MPU3193 Falsafah dan Isu Semasa
- MPU3143 Bahasa Melayu Komunikasi 2

YEAR TWO

- MCH2014 Communication Theories
- MCH2024 Communication Law & Ethics
- MCH2034 Intercultural Communication
- MCH2114 Advertising
- MCH2124 Consumer Behaviour
- MCH2204 Information Technology, Mass Media & Society

- MCH2074 Social Research Methods
- MCH2304 Communication in the Workplace
- 2 Year Two free elective subjects

MPU 2 / MPU3 - choose 1

- MPU3213 Bahasa Kebangsaan A\*
- MPU3373 A\*Gen Careers in Malaysia and Beyond
- \* Compulsory for local student who did not have credit in BM SPM

YEAR THREE

- MCH3016 Dissertation
- MCH3034 Media Planning
- MCH3104 Advertising Copywriting
- MCH3114 Creative Advertising Strategies
- MCH3054 Social Media and Mobile Marketing
- MCH3124 Advertising Campaign
- MCH3078 Industrial Training
- 2 Year Three free elective subjects

MPU 4 - choose 1

- MPU3412 Co-Curriculum - Sports 2
- MPU3432 Co-Curriculum - Event Management 2



“ Studying in HELP has allowed me to tap into my inner creativity and helped me discover my passion for film making. With the strong support from lecturers, I have been able to explore and seek new insights and experiences that moulded me into the person I am today. The culture at HELP has expanded my horizons and enabled me to unnderstand the true meaning of life.”

Yarhvin Kumar  
BComm (Media Studies) (Hons)  
Freelance Production Manager

Future proof yourself for the digital and online world with our amazing programme, staff and innovative curriculum. Be the next viral Instagrammer or YouTuber.

Learn how to market yourself, your company, your brand in ways that take your customers to a new world. Make yourself the one that they want, the one that stays ahead of the competition.

The internet star of the future. The next marketing sensation!





## BACHELOR OF COMMUNICATION (PUBLIC RELATIONS) (HONS)

KPT/JPS (R2/342/6/0117) (A6243) 03/25

Through carefully organised protocols, Public Relations (PR) specialists use their media expertise to help create and preserve a positive image of the company or organisation they work for. It's a diverse, challenging career, with opportunities to mix with a wide variety of people. This course can be described as a combination of journalism and PR. It is ideal if you're fascinated by current trends and issues, and excel at building relationships. Public relations practitioners work on developing beneficial relationships with clients, media, government, consumers and other stakeholders.

This programme provides students with professional skills and knowledge, including skills in professional writing techniques, crisis and issues management, media and stakeholder relations, campaign planning, strategy and research, with an emphasis on problem-solving, creativity, as well as project and relationship management.

You'll work individually and as part of a team to deliver projects to live briefs and deadlines, and apply your entrepreneurial skills to meet the needs of diverse audiences. You will gain cross-platform skills in writing, marketing communications and media strategy, explore hands-on skills of traditional reporting and PR, and produce compelling, well-researched stories using blogs, content marketing, digital and social media to engage diverse audiences.

As a PR practitioner you may want to work in-house or in a consultancy, with sectors including business-to-business, local government, charity, NGO and finance. In addition, you could also see yourself working in copywriting, editing or publishing, among many other options. Whichever path you choose, your advanced communication and research skills will ensure you stand out in a rapidly expanding industry.

### YEAR ONE

MCH1014	Mass Communication
MCH1024	Public Speaking
MCH1034	Business Communication
MCH1044	Multimedia Design
MCH1054	Writing for Mass Media
MCH1064	Journalism
MCH1074	Human Communication
MCH1084	Entrepreneurship
MCH1094 E	nglish for Academic Purposes
MCH1004	Marketing Communication

### MPU 1

#### Local Students

MPU3183	Penghayatan Etika dan Peradaban
MPU3193	Falsafah dan Isu Semasa

#### International Students

MPU3193	Falsafah dan Isu Semasa
MPU3143	Bahasa Melayu Komunikasi 2

### YEAR TWO

MCH2014	Communication Theories
MCH2024	Communication Law & Ethics
MCH2034	Intercultural Communication
MCH2094	Public Relations
MCH2104	Writing for Public Relations
MCH2064	Media Audience Analysis
MCH2074	Social Research Methods
MCH2084	Acting for Media and Film
2 Year Two	Free Elective subjects

### MPU 2 / MPU3 - choose 1

MPU3213	Bahasa Kebangsaan A*
MPU3373	A*Gen Careers in Malaysia and Beyond
* Compulsory for local student who did not have credit in BM SPM	

### YEAR THREE

MCH3016	Dissertation
MCH3034	Media Planning
MCH3074	Public Relations Campaign
MCH3084	Propaganda and Persuasion
MCH3054	Social Media and Mobile Marketing
MCH3094	Crisis Communication
MCH3078	Industrial Training
2 Year Three	Free Elective subjects

### MPU 4 - choose 1

MPU3412	Co-Curriculum - Sports 2
MPU3432	Co-Curriculum - Event Management 2



“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**  
**BComm (Public Relations) (Hons)**  
**Associate Executive at Edelman Malaysia**

## PROGRAMME DETAILS (FOR ALL THREE HELP BACHELOR OF COMMUNICATION HONS DEGREES)

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 exam 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 CGPA 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





## EXCITING SHORT PROGRAMMES!

Faculty of Arts and Communication is putting together a whole range of innovative and exciting short programmes covering all areas of the creative arts.

### CERTIFICATE IN FILMMAKING **BEGINNER, INTERMEDIATE AND ADVANCED**

Learn about the art and craft of filmmaking through dynamic studio instruction, hands-on film workshop sessions, live editing, writing, producing, directing, acting for camera, sound and audio production and culminating in the making of your own video.

#### INTRODUCTION TO FILMMAKING **2 DAYS (6 HOURS)**

This course provides students with a strong foundation in filmmaking which culminates in the making of their own film. It is practical-based with hands-on sessions that include building a story, breakdown the scenes, planning the shoot, selecting the right gear and crew, calling the shot, data collection and rough editing. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

#### INTERMEDIATE COURSE **3-DAYS (10 HOURS)**

To enrol, students must have completed the Introduction to filmmaking course or have some experience of making films and basic editing. This course expands students' knowledge of film-making that will include documentary-making, making a shot-list, scouting locations and filming on location, audio, lighting and

motion graphics. The course culminates in each student making their own film. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

#### ADVANCED COURSE **5 DAYS (15 HOURS)**

To enrol, students must have completed the intermediate filmmaking course or have some experience of making films and editing.

The objective of this course is to help students make their own short feature film. From idea to screen. Explore and understand the art and technique of visual storytelling including directing, cinematography, art of editing, and post-production sound design.

Students will direct and edit their film of up to ten minutes in length, and will incorporate multiple tracks of sound including music, sound effects, ambient sound, and/or voiceover. The course culminates in each student making their own film. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

## HELP-ING YOU EXPERIENCE A NEW ADVENTURE IN BANGKOK, THAILAND

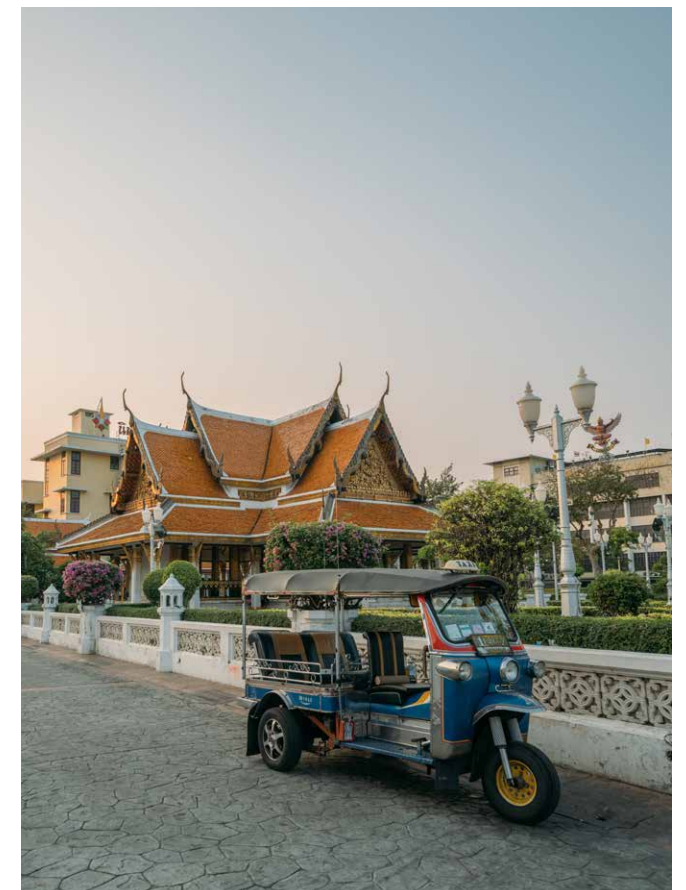
The Faculty of Arts and Communication at HELP University understands the importance of opening young minds to a variety of ideas, concepts and cultures. This is why when you join our degree programme after completing the Diploma of Communication, you, along with some of your other fellow peers with us will be entitled to a one-week subsidised trip to Bangkok, Thailand. Trip includes: return travel to Thailand, accommodation, meals, trips, venue tickets, studio visits and staff support\*.

Bangkok is a magnificent hub for the media and communications industry. Award-winning films & studios, viral advertisements, leading communication agencies and media industry leaders all have a presence in this ever-evolving city.

Students who join us on this trip will be provided exclusive insider access to film & TV studios, graphic design companies, advertising & public relations agencies, photography studios, performing arts or theatre houses and even broadcasting stations. Students will also get the rare opportunity to meet with some of Thailand's most prominent media industry leaders, like film directors, PR professionals and even photographers (subject to availability).

It's not all about learning. This unique trip will provide students with the opportunity to bond in one of Asia's most exciting cities. Home to over 10 million residents and over 20 million tourists per year, Bangkok offers everything from ancient temples to bustling night markets and some of the world's best street food. You and our students will be at the centre of it all.

You will not only stay in the heart of the city; you will experience the lives of an authentic Thai national within this week of a trip through the various eateries and travelling in Bangkok. Students will also go to one of Thailand's famous cinemas to experience movie-going in a whole different light.



## LET YOUR SKILLS SHINE

More importantly, the many adventures planned out for this thrilling journey will afford students with the opportunity to utilise the knowledge they have gained throughout their diploma and degree studies. They will be asked to work on a collaborative project among each other, documenting their exploits in Bangkok. This collaborative project could be in the form of a documentary, event, magazine or anything else that helps students shine and express their knowledge, skills and experience.

What else are you waiting for? Join us on this exhilarating adventure, where your hearts and minds can be opened to new ideas and perspectives. This free trip is only available for students who begin their journey in HELP University's Faculty of Arts and Communication Diploma of Communication programme by 2021 and transfer to one of our degree programmes later on.

\* You will need to pay for your visa (if needed), travel and medical insurance and any extras you want to buy.



## CLUBS, UNIONS AND SOCIETIES



Students attending Prom Night.



### COMM VOICE

The Comm.Union 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. Comm Union 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 broadcasting from the studio at Wisma HELP. Members are equipped with the practical skills 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 Production 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.

## A CITY CAMPUS

The HELP Faculty of Arts and Communication is located in suburban Kuala Lumpur. Three minutes walk from Semantan MRT station to Wisma HELP. Here you have all the benefits of a city campus including a great night life, superb varieties of food and culture, sights, tourist attractions and easy access to the whole of Kuala Lumpur while just a few minutes' walk takes you to the peace and tranquillity of woods, jungle and nature.

### ENJOY A WIDE RANGE OF ACTIVITIES

HELP University City Campus is just one part of a bustling cultural centre that brings energy to Kuala Lumpur. In addition to all the activities offered by the university, you have the opportunity to explore the vast array of festivals, arts and cultural events, hip streets, musical venues and shops that are normally only found in a bigger city. Public libraries, museums, meetup groups, industry experts - all of these are at your fingertips when you go to an in-city university. You are limited in your access to professional and academic resources only by your imagination.

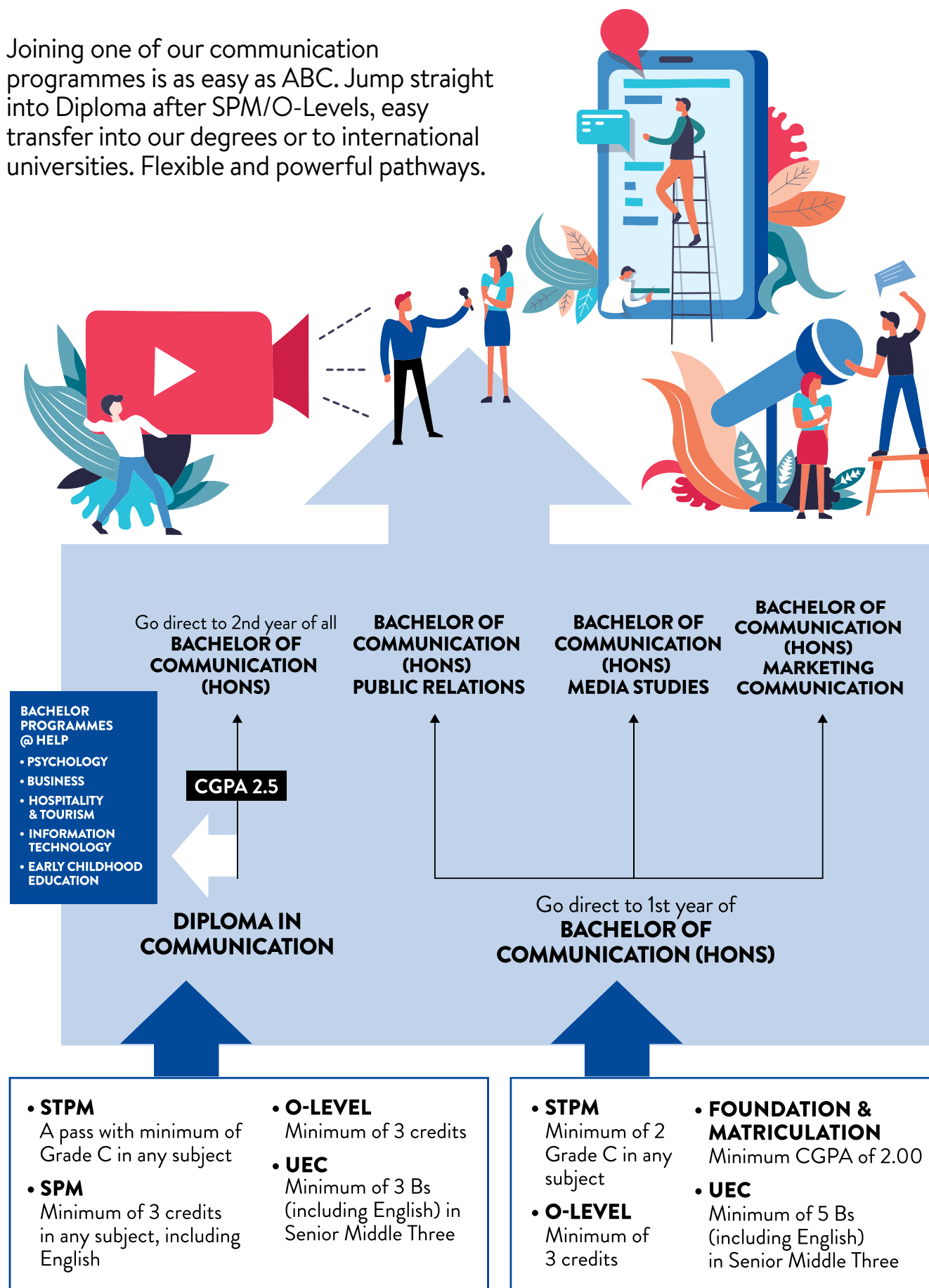
### TAKE ADVANTAGE OF PUBLIC TRANSIT



The Semantan MRT station in Damansara Height is just a stone's throw away from Wisma HELP

## COMMUNICATION PROGRAMME PATHWAYS AT HELP

Joining one of our communication programmes is as easy as ABC. Jump straight into Diploma after SPM/O-Levels, easy transfer into our degrees or to international universities. Flexible and powerful pathways.







## INTERNSHIP OPPORTUNITIES INCLUDE:

- |                            |                            |                            |                               |
|----------------------------|----------------------------|----------------------------|-------------------------------|
| • ASTRO                    | • FOODPANDA                | • MEDIA PRIMA BERHAD       | • SLEDGEHAMMER COMMUNICATIONS |
| • AIRTIME MANAGEMENT       | • FMT                      | • MYC!                     | • SINCHOW                     |
| • ABSOLUTE PR              | • FP AVANTE                | • MAXMAN TV                | • SONY (MALAYSIA)             |
| • AIDCOM                   | • GSC                      | • NEW STRAITS TIMES        | • STAR RFM SDN (RED.FM)       |
| • BLOOMBERG                | • GO COMMUNICATION         | • NTV7                     | • SLPR WORLDWIDE              |
| • BLOOMINGDALE ADVERTISING | • HIKAYAT MEDIA            | • NETFLIX                  | • SILVER MOUSE                |
| • BLUINC MEDIA             | • KPMG                     | • OGILVY & MATHER KL       | • SKY BLUE MEDIA              |
| • BRANDTHINK PR            | • KYANITE.TV               | • ORION DIGITAL            | • STARCOM MEDIAVEST GROUP     |
| • BR PROPERTY HOLDINGS     | • LEO BURNETT ADVERTISING  | • PETRONAS                 | • TGV                         |
| • CARAT MEDIA SERVICES     | • MALAYSIKINI.COM          | • PENUMBRA COMMUNICATIONS  | • TEXT100 MALAYSIA            |
| • COCONUTS                 | • MALAY MAIL               | • PHENOMENON ENTERTAINMENT | • THE STAR MEDIA GROUP        |
| • DIMSUM                   | • BERNAMA                  | • SHELL                    | • THE VOCKET                  |
| • EXXON MOBIL              | • MEDIA ACCESS ADVERTISING | • TV3                      | • WILD AGE                    |
| • EVO PICTURES             |                            |                            |                               |



## UNIVERSITY OF HERTFORDSHIRE, ENGLAND, UK

In the Faculty of Arts and Communication we have a range of exciting transfer possibilities to universities all over the world. One such option for our Diploma in Communication students is a transfer to the University of Hertfordshire (UOH) in the UK.

Our students have jumped straight from completing their HELP Diploma into the final year of a degree at UOH. That is the equivalent of a 3-year degree straight from SPM or O-levels.

UOH is the UK's leading business-facing university and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.

A university with cutting edge facilities with a campus spread across 125 acres. Benefit from latest technology, round the clock resources on the doorstep of the nation's capital.

Recently UOH was awarded the accolade of the Gold in Teaching Excellence Framework (TEF) and ranked as one of the world's top 150 universities under 50 years old.

25-minutes from and easy access to London.

"We have enjoyed having all of your students in our classes and their presence and participation has enriched the learning experience for all of our final year students. They have been a credit to your University and please pass on our thanks to their tutors who have prepared them so well for this experience."

**Peter Thomas**  
BSc (Hons), MA by Research, FHEA  
Mass Communications Programme  
Leader, Collaborative Partnerships  
Leader  
Principal Lecturer in Media, University of Hertfordshire



"The sports clubs and programmes offer a great balance between study and play. Lecturers are

supportive and helped me achieve. I would definitely recommend studying here for the opportunities it allows, the people you meet and the skills you learn that will take you far in your life and career."

**Vanessa Yong Ke**  
BA Mass Communications (Hons)



"At the University of Hertfordshire I met a lot of crazy and wonderful new friends from all over the world, and this has changed my life for the better. I highly recommend it."

**Wee Zhen Ian**  
BA Mass Communications (Hons)

## MORE UNIVERSITY OPTIONS

### AUSTRALIA

- University of Queensland, Brisbane
- University of South Australia, Adelaide
- Deakin University, Victoria
- Queensland University of Technology, Brisbane

- University New South Wales, Kensington
- Edith Cowan University, Joondalup
- Murdoch University, Perth

### UNITED KINGDOM

- University of Hertfordshire, England
- Middlesex University, London
- Robert Gordon University, Scotland
- University College Birmingham, Birmingham
- Swansea University, Wales





**DR KHAIRUDDIN OTHMAN**  
PhD (UiTM), MSc (Mass Comm) (Boston)  
BA (Mass Comm) (UiTM)  
Head of Department

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). Dr Khairuddin was awarded the status of Dato' in 2018. He has a student centered philosophy to education, always on hand to help, assist and guide students so that they can achieve to the best of their potential.



**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.



**KHAIRUAZHAR SAHABUDIN**  
BMassComm (Advertising) Hons (UiTM)  
Lecturer

Khairuazhar brings to his expertise a collection of experiences and skills in visual communication. He has worked in advertising, marketing, promotional events and publishing company. He upholds the importance of the creative process and visual thinking in conceptualising communication design to engage audience. He became an educator and trainer after years of working in the communication industry. He is an ardent learner and he is also a self-taught photographer and watercolour artist.



**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.



**NUR ATIQA BINTI RAZAK**  
MA (Mass Communication) (London), B MassComm (Hons) Public Relations (UiTM)  
Lecturer

Nur Atiqah holds a Bachelor's in Mass Communication (Public Relations) from Universiti Teknologi MARA, Shah Alam and a Master's Degree in Mass Communications from City, University of London. Before joining HELP, she began her academic teaching career at Limkokwing University of Creative Technology. Her teaching interest is in public relations and communications.



**ALYCIA WONG**  
BComm (Media Studies) (Hons) (HELP University)  
Tutor / Asst. Studio Manager

Alycia Wong is a graduate from HELP University, earning a Bachelor's of Communications in Media Studies (Hons). She has a passion for theatre and creative arts. Pre- and post-production work is her forte. She has also been involved with handling occasions like several teambuilding workshops and competitions which has built up her experience with event management.



**AW YUONG TUCK**  
BA (Journalism), MComm & Media Studies (Monash)  
Senior Lecturer

Tuck is a lecturer in the Faculty of Arts and Communication, HELP University. He has extensive experience as a videographer and editor. He was one of the editors in the Al Jazeera English documentary series 101 East and The Star TV. Besides videography, Tuck loves to joke and he has a string of awards to prove them: He won the Best Overall Production and Audience Choice Award at the KLPAC Short and Sweet Stand-Up Comedy Award (2015), featured on Iflix (Oi, Jaga Mulut in 2017 and Sedapnya Mulut in 2018), and the Astro Warna (Komediri 2015). He is a graduate of Monash University with a Master of Communication and Media Studies.



**FLOY YAP**  
MA Education and Communication Technology (New York), BA Mass Communication and Psychology (Wisconsin)  
Senior Lecturer

Versatile is one of the words that is often used to describe him! Floy has extensive professional experience and held management positions in new media, broadcasting, e-commerce, banking and finance, military etc. Industries in the US, Singapore, Taiwan, Malaysia, to name a few. He has pioneered strategized, implemented, managed and advised projects for governments, government-linked corporations, private corporations as well as non-profit organizations locally, regionally and globally. He gives talks to different audiences on business and non-business subject matters.



**CARMEN LAI JIA WENG**  
MA, Communication Management (UniSA)  
Lecturer

Carmen has over a decade of lecturing undergraduate degree programs. She has an MA in Communication Management from the University of South Australia (UNISA). She specializes in Marketing Communications, Mass Communications, and Media Theories with research interests in Mindful Communication and Media Ethics. As an educator, she is highly passionate about giving students inspiring learning experiences. Carmen is a charter member of HELP Synergy Toastmasters Club (HSTMCL). Prior to an academic career, she has sufficient industry experience in events and project management.



**ANDREW JASON GEORGE**  
MSc (Human Communication) (UPM), BComm (Public Relations) First Class Hons (HELP)  
Lecturer

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.



**TAY SHEIK ER (XUAN TAY)**  
BA (Cinematography) (UniMAS), MA (Digital Film & TV) (Limkokwing)  
Studio Manager/Lecturer

Xuan Tay is a lecturer and studio manager in HELP University Malaysia. Besides that, she is an emerging indie filmmaker and producer. Her degree graduated from University Malaysia Sarawak (UNIMAS) in Cinematography program and further her study at Limkokwing University in Master Digital Film and Television. She has produced and directed short film and documentary during her study. She also has awarded as Best Emerging Filmmaker at KKIF, Sabah (2017). She also won awards and nominated at various short film competition around Malaysia and South East Asia.



**PETER NUNIS**  
BComm (Journalism) (Hons) (HELP University)  
Tutor

Peter Nunis is a graduate of HELP University and a communications specialist with seven years of experience in social media, advertising, marketing, and branding. He has worked in various fields, ranging from the automotive industry to lifestyle, wellness, and food and beverage, providing him with a wide understanding of the intricacies of different branding and marketing styles. He has worked on both local and international campaigns that have garnered worldwide recognition, and he consistently works towards sharing his knowledge with those who are willing to learn.





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