

FACULTY OF ARTS AND SCIENCE SOSIAL

List of Courses Offered for University of Malaya Student Exchange (UMSEP) for the 2016/2017 Academic Session

BACHELOR OF ARTS (MEDIA STUDIES)

No	Course Code	Topic	Pre-requisite	Credit	Courses Offered Please tick (√) where applicable			Course Description	Other Description
					Semester I	Semester II	Special Semester		
1.	AKEA2313	Economic of Publishing		3	/			Student will be exposed to the concept and method in the publishing processes for print media. The elements that will be touch are editorial, production, printing and marketing processes, Students will be taught about expenditures that should be expense or should be provident in publishing programmes. Also will be explained are types of income that may be received or can be manipulated in publishing programmes.	20
2.	AKEA3327	Marketing Communications		3	/			This course will discuss the promotion elements in the marketing mix. These elements comprise advertising, public relation, personal selling and sales promotion. Students will be introduced to elements, principles and processes of integrated marketing communication and the skills required in the planning, execution and evaluation of marketing communication campaigns.	20
3.	AKEA2305	Book Design and Production		3		/		The course will discuss the field of graphic design focusing on understanding the important concepts, the elements and principles of design, and the work processes. The discussion also will cover the critical analysis and evaluation of graphic works. Exercises will be conducted on how to use graphic design software to produce artworks for future entrepreneurship.	20

No	Course Code	Topic	Pre-requisite	Credit	Courses Offered			Course Description	Other Description
					Please tick (√) where applicable				
					Semester I	Semester II	Special Semester		
4.	AKEA2316	Photo Journalism		3		/		Students are trained in the proper techniques of photo capturing based on the demands of the media industry in news and reporting. Also covered in this course are ways of handling camera. Skills on photo evaluation and analysis will also be taught as a basic to photo journalism.	20
5.	AKEA3312	Advertising Creative Strategy		3		/		The course will introduce the basic and main models of media systems in the world and will discuss the basic construction and development of world media systems. Students will be trained to think critically in following the development of the media world.	20
6.	AKEA3313	Magazine Publishing		3		/		This course will covering the basic concepts and elements in magazine publishing, namely editorial, circulation and advertising. Students will be guided to prepare a magazine mock-up that can be used as a guideline in real magazine publishing with the consideration on planning of magazine publishing project. Student will be guided to identify and use the basic tools of magazine publishing.	20
7	AKEA3317	Interpersonal Communication		3		/		This course is aimed to increase the understanding of communication skills and behavior effectively. Students will be exposed to the strategies and techniques in various communication situations with more effectiveness and professionalism. This course will cover a number of topics throughout the semester: perception, self-concept, language, listening and absorbing, resolution of conflict and intercultural communication.	20