Master Of Arts (Communication) & Doctor Of Philosophy Research Mode (Full Time) & (Part Time)

The research mode for Master of Arts in Communication and Doctor of Philosophy cater to students who possess a strong theoretical background and intends to undertake independent research. Candidates will complete their theses by working under the supervision of one or more faculty members. Masters candidates are required to present their proposal within six months of their registration date, whereas the Doctoral candidates are required to present their proposal within one year of their registration date.

Admission Requirements
Applicants should possess the following:

Master of Arts
- Bachelor Degree in Related Area
- A minimum CGPA of 2.75/4.00 or equivalent.
- CGPA between 2.50 - 2.74 with the following additional conditions: or
  a) Research experience for at least one year; or
  b) Work experience in related field for at least one year; or
  c) At least one (1) academic publication in the relevant field; or
  d) Grade B for major / elective courses; or
  e) Grade B+ for final year project
- CGPA between 2.00 - 2.49 (Bachelor's Degree with Honours) with the following additional conditions: or
  a) Research experience for at least five (5) years; or
  b) Work experience in related field for at least five (5) years; AND
  c) At least one (1) academic publication in the relevant field; or
  d) Grade B for major / elective courses; or
  e) Grade B+ for final year project

Doctor of Philosophy
- A Master's degree on research mode; or
- A Master's degree with CGPA 3.00 or
- A Master's degree in related area with CGPA 2.5-2.99/4 with additional requirements; or
- Bachelor's (CGPA 3.67) degree in a related field.

International applicant are required to have a minimum:
- MUET minimum of Band 4.0; or
- IELTS minimum of Band 6.0; or
- TOEFL iBT minimum score of 60
- PTE Academic minimum score of 59
- A minimum score of 169 in Cambridge English Advance (CAE); or
- A minimum score of 169 in Cambridge Proficiency Advance (CPE);
- A minimum score of 59 in Pearson Test of English (PTE)

Results must be attached with the application form. Applicants are required to submit a research proposal.

Tuition Fees Malaysia (MYR)

Full Time/Semester	Part Time/Semester
Registration fee : 340.00	Registration fee : 340.00
Tuition Fee (Semester) : 3,050.00	Tuition Fee (Semester) : 2,515.00
Thesis Evaluation Fee : 1,000.00	Thesis Evaluation Fee : 1,000.00
Convocation Fee : 200.00	Convocation Fee : 200.00
Research Methodology : 320.00	Research Methodology : 320.00

International (USD)

Full Time/Semester	Part Time/Semester
Registration fee : 222.50	Registration fee : 222.50
Personal Bond : 1000.00	Personal Bond : 1000.00
Tuition Fee (Semester) : 1,150.00	Tuition Fee (Semester) : 1,025.00
Thesis Evaluation Fee : 375.00	Thesis Evaluation Fee : 375.00
Convocation Fee : 50.00	Convocation Fee : 50.00
Research Methodology : 80.00	Research Methodology : 80.00

* Fees are subject to change

Duration
Master of Arts
Full-time: Min 2 semesters / Max 6 semesters
Part-time: Min 4 semesters / Max 12 semesters

Doctor of Philosophy
Full-time: Min 4 semesters / Max 10 semesters
Part-time: Min 6 semesters / Max 15 semesters

Research Fields

Research Programme	Research Field
Communication	Mass Communication Health Communication Development Communication Human Communication International Communication Sustainability Communication Political Communication Media Studies
Strategic Communication	Strategic Communication Corporate Communication Corporate Social Responsibility Public Relations Advertising Strategy Advertising Communication Social Media Advertising Media Management Tourism Studies Consumer Behaviour
Digital Communication	Digital Communication Communication and Technology Social Media Communication Digital Behaviour Digital Content Ideation and Creation Digital Culture
Journalism	Journalism Environmental Journalism Online Journalism Print Journalism New Media Journalism Photo Journalism
Creative Screen	Creative Screen Studies Film and Broadcasting Broadcast Management Audio/Radio Studies Television Studies Film Studies Cinema Studies Audience Studies

POSTGRADUATE PROGRAMMES

- **Master of Communication**
  (Integrated Marketing Communication)
- **Master of Arts**
  (Communication) - Mixed Mode
- **Master of Arts**
  (Communication) - Research
- **Doctor of Philosophy**

For enquires, talk to us at:
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Introduction

Welcome to the School of Communication, USM. Our roots were deeply embedded in history as USM was the first university in Malaysia to offer communication studies since 1971. Since our establishment in 1984, we have been offering broad-based knowledge on social, cultural, political and historical dimensions of media and communication. In 2021, USM was ranked at 142 in the Quacquarelli Symonds (QS) World University Rankings and at 181 in the QS World University Rankings by Subject. We have also obtained 11th place in Asia for its Master of Arts programme in Eduniversal Ranking for Best Masters 2021. In specific, we aim to produce graduates who have strong theoretical background, sound in methodology, well-versed in the philosophies of research and in-tuned with the best practices in the industry. We offer several postgraduate programmes including:

Coursework

- Master of Communication (Integrated Marketing Communication)

Mixed Mode

- Master of Arts (Communication)

Research

- Master of Arts Communication (Research Mode)
- Doctor of Philosophy

Entrance Requirements

Applicants should possess the following:

- A relevant first degree or equivalent, from a recognized university with CGPA of 2.75 and above.

International applicant are required to have a minimum:

- MUET minimum of Band 4.0; or
- IELTS minimum of Band 5.5; or
- TOEFL iBT minimum score of 46; or
- PTE Academic minimum score of 51; or
- A minimum score of 160 in Cambridge English Advance (CAE); or
- A minimum score of 160 in Cambridge Proficiency Advance (CPE)

Graduation Requirement

- Master student by mixed mode and coursework should accumulate a total of 40 units and a CGPA of ≥ 3.00 for graduation.
- Bahasa Melayu (LKM111) is compulsory for all foreign students and should be passed by all foreign student prior to graduation. The passing grade is C. Registration for this course can be made at the School of Languages, Literacies and Translation, USM.

Master of Communication (Integrated Marketing Communication) Coursework (Fulltime) & (Part Time)

The Integrated Marketing Communication (IMC) programme reflects a digital-first, data-driven, real-world ready and future-focused curriculum that was specifically designed to produce professionals who can navigate effectively between the analytical and creative challenges of IMC through strategic integration of different media in facing with various demands and challenges of the Fourth Industrial Revolution. Upon completing the course, graduates can pursue careers as media specialists, senior marketing executives, sales and promotion managers, public relations consultants, digital communication experts and senior media planners.

Program Intake
Twice a year in February and September. Application for February and September intakes starts in October and April respectively.

Duration
Full-time: Min 2 semesters / Max 4 semesters
Part-time: Min 4 semesters / Max 8 semesters

Courses offered in this programme:

Core subjects:

- YSP517/4 units - Fundamentals of IMC
- YSP518/4 units - Consumer Psychology
- YSP519/4 units - Research Methods in IMC
- YSP515/4 units - Strategic Branding and Marketing
- YSP520/4 units - Content Ideation
- YSP521/4 units - Brand Touch Point Management
- YSP524/6 units - IMC Capstone Professional Project

Electives (Choose only 3 subjects)

- YSP522/4 units - Strategic Public Relations
- YSP523/4 units - Digital Strategies in IMC
- YSP516/4 Units - Social Media Communication
- YSP514/4 units - Advances in Advertising

Tuition Fees

Malaysia (MYR)	International (USD)
Registration fee : 310.00 Tuition Fee (Semester) : 3,050.00 Thesis Evaluation Fee : 1,000.00 Convocation Fee : 200.00	Registration fees : 222.50 Personal Bond : 1000.00 Tuition Fee : 160.00 x 42 units = 6,720.00 Convocation Fee : 50.00

Master Of Arts (Communication) Mixed Mode (Full Time) & (Part Time)

The Master of Arts (Communication) Mixed Mode programme offers a combination of taught courses and research work. The programme prepares students with the knowledge and skills to develop a sound understanding of major communication theories to advance their independent research in communication and media such as journalism, communication and societal issues, technology as well as media and culture. The mixed mode programme is ideal for students who enjoy research activities and aspires to become communication scholars or academics in the future.

Program Intake
Twice a year in February and September. Application for February and September intakes starts in October and April respectively.

Duration
Full-time: Min 18 months / Max 36 months
Part-time: Min 36 months / Max 60 months

Tuition Fees

Malaysia (MYR)	International (USD)
Registration fee : 310.00 Tuition fee : 260.00 x 40 Units = 10,400.00 Convocation Fee : 200.00	Registration fees : 222.50 Personal Bond : 1000.00 Tuition fee : 97.50 x 40 units = 3,900.00 Convocation Fee : 50.00

Courses offered in this programme:

- YSK501/4 - Advanced Communication Theory
- YSK502/4 - Quantitative Communication Research Methods
- YSK505/4 - Qualitative Communication Research Methods
- YSK510/28 - Dissertation