



# LANGUAGE REQUIREMENTS

(Applicable for **International Applicants** Only)

- A minimum score of 46 in Internet-based TOEFL (Test of English as a Foreign Language); or
- A minimum of Band 5.5 in IELTS (International English Language Testing System); or
- A minimum score of 160 in Cambridge English Advance (CAE); or
- A minimum score of 160 in Cambridge Proficiency Advance (CPE); or
- A minimum score of 51 in Pearson Test of English (PTE); or
- A minimum score of 108 for CIEP Level (ELS); or
- A minimum of Band 4 in MUET (Malaysian University English Test)

Exemption can be given if:

- English is the candidate's mother tongue or National Language; or
- The candidate graduated from an Institution of Higher Learning in which the medium of instruction is English

*\*\*Candidates will be interviewed by the Selection Panels.*

#### IMPORTANT:

Candidates are required to provide any of the above English result upon application. Incomplete application will be rejected.

#### Duration



Full-time: Min 2 semesters / Max 6 semesters



Part-time: Min 4 semesters / Max 12 semesters

Semester Intake- April & October

#### Programme Fee

*\*\* New fees to be imposed starting from Academic Session 2025/2026 (October 2025 intake onward)*

Malaysian (MYR)	
Overall	Per Unit
• 20,000	• 500

International (USD)	
Overall	Per Unit
• 10,000	• 250

*\*\* Fees are subject to change*

#### Contact Us

For more information:

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MASTER OF COMMUNICATION

# MIXED MODE

# PROGRAMME

Shaping your academic  
excellence in communication

School of Communication  
Universiti Sains Malaysia (USM)

[www.communication.usm.my](http://www.communication.usm.my)

The **Master of Communication (Mixed Mode)** at the **School of Communication, USM** offers you a dynamic programme for all professionals and aspiring scholars that seek to deepen knowledge and skills in communication within a rapidly evolving global landscape. Particularly, you will be able to develop sound understanding on communication theories and research in diverse fields of communication including journalism, strategic communication, creative screen, digital communication, societal issues and culture.

#### What is Mixed Mode programme?

The Mixed Mode structure is a unique blend of taught courses and research. Specifically, the programme consists of 70% research and 30% taught courses. This mode allows you to gain theoretical knowledge and practical insights while also engaging in critical academic inquiry. This programme is ideal for those who want the best of both worlds—structured learning and independent research.

#### Course Structure

Students are required to complete 40 units comprising three core courses and a dissertation.

#### Taught courses

- Advanced Communication Theory (4 units)
- Quantitative Communication Research Methods (4 units)
- Qualitative Communication Research Methods (4 units)

#### Research

- Dissertation (28 units)

### Who Should Apply?

This programme is ideal for:

- Media and communication professionals
- Public relations and corporate communication practitioners
- Government and NGO officers
- Academics and educators
- Anyone seeking to pursue a PhD in the future

### Why USM?

- Ranked among the Top Universities in Asia
- QS Asia University Rankings 2025: USM is positioned at **#37 in Asia**, maintaining its status among the top universities in the region.
- QS World University Rankings 2025: USM is ranked **#146 globally**.
- Ranked at **#11 Masters in Communication** under Eduniversal Ranking 2021 for Best Masters.
- Opportunities for international exposure and academic conferences

## Research Thrust Areas:

#### Communication

- Mass Communication
- Health Communication
- Sustainability Communication
- Political Communication
- Media Studies
- Environmental Communication
- Risk Communication
- Critical Studies
- Gender and Sexuality Studies

#### Journalism

- Environmental Journalism
- Online Journalism
- Print Journalism
- New media Journalism
- Photo Journalism
- Citizen Journalism
- Data Journalism

#### Public Relations

- Digital Public Relations
- Corporate Communications
- Corporate Social Responsibility
- Public Relations Campaign
- Strategic Communication

#### Marketing Communication

- Advertising Strategy
- Advertising Campaign
- Global advertising
- Social Media Advertising
- Media Management
- Tourism Studies
- Consumer Behaviour
- Integrated Marketing Communication
- Branding

#### Creative Screen

- Film and Broadcasting
- Broadcast Management
- Audio/Radio Studies
- Television Studies
- Film Studies
- Cinema Studies
- Audience Studies

#### Digital Communication

- Communication and Technology
- Social Media Communication
- Digital Behaviour
- Creative Digital Content
- Digital Culture



# ADMISSION REQUIREMENTS

Applicants should possess the following:

#### A. Bachelor's degree in related areas

1. CGPA of at least 2.75 / 4.00; or
2. 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
3. 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

#### B. APEL A (Level 7)

Malaysian applicants should obtain at least a credit in Bahasa Malaysia at SPM level or its equivalent.