

FACULTY OF CREATIVE MULTIMEDIA

PROGRAMME NAME : BACHELOR OF MULTIMEDIA (HONS) ADVERTISING DESIGN

APPLICABLE INTAKE : AUGUST 2023 (T2Z30)

COURSE TYPE	YEAR 1 (Beta)						YEAR 2 (Gamma)						YEAR 3 (Delta)														
	Course Code & Name		CH	Course Code & Name		CH	Course Code & Name		CH	Course Code & Name		CH	Course Code & Name		CH	Course Code & Name		CH									
	TRIMESTER 3			TRIMESTER 1			TRIMESTER 2			TRIMESTER 3			TRIMESTER 1			TRIMESTER 2											
CORE				MAD 1113 Advertising Design 1		4	MAD 1123 Advertising Design 2		4				MAD 2113 Advertising Design 3		6	MAD 2123 Advertising Design 4		6				MAD 3003 Advertising Design Project 1		6	MAD 3123 Advertising Design Project 2		6
				MAD 1043 Web Design		3	MAD 1023 Environmental Design		3				MAD 2023 Audio Visual for Advertising		3	MAD 2073 Video Production for Advertising		3				MMW 3013 Design Research		3	MLL 2013 Media Law		3
				MCC 1013 3D Modelling & Printing		3	MMD 1013 Mobile App Design and Development		3				MAD 2063 Integrated Marketing Communication		3	MAD 2083 Digital Marketing		3				MSD 3013 Sound Design 2		3			
				MLC 1113 Media Culture		3	MPD 1013 Video Production		3				MSD 2013 Sound Design 1		3	MID 1043 Multimodal Interaction Design		3				MAD 3013 Interactive Technology for Advertising		3			
				MCI 1013 Internet & Mobile Application		3	MLA 1113 Media Aesthetics		3				MLS 2113 Semiotic Studies		3	MLA 2113 Media Anthropology		3									
ELECTIVE																						Elective 1		2	Elective 2		3
INDUSTRIAL TRAINING																MMW 3033 Internship Programme		6									
MPU**	U2/U3		2																								
	MPU 3312 Integrity and Leadership		2							U1		2															
	U4		2							U1		2															
UNIVERSITY COURSE				Character Building		2	Character Development		2	PWC 1010 Workplace Communication		3															
TOTAL CH			6			18			18			7			18			18			6			17			12

Notes:

**Mata Pelajaran Umum (MPU) Courses for Bachelor's Degree Level (Effective Oct 2022 Trimester)

Mata Pelajaran Umum (MPU) are compulsory courses to be taken by Diploma and Bachelor's degree level students of private education institutions in Malaysia. Students must pass the courses before being awarded the enrolled degree. This is as mandated by Section 43 of the Private Higher Education Act 1996.

MPU Category	Local Students	International Students	Credit Hours
U1	MPU3192 Falsafah dan Isu Semasa (Philosophy and Current Issues)	MPU3192 Falsafah dan Isu Semasa (Philosophy and Current Issues)	2
	MPU3182 Penghayatan Etika dan Peradaban (Appreciation of Ethics and Civilizations)	MPU3142 Bahasa Melayu Komunikasi 2	2
U2/U3	<p>Students without credit in BM at SPM Level</p> <p>i. MPU3212 Bahasa Kebangsaan A. If the student has taken this course before, he/she must take any other courses in the U2 or U3 category**</p> <p>ii. MPU3306 Integrity and Leadership</p> <p>Students who obtained credit in BM at SPM Level</p> <p>i. MPU3306 Integrity and Leadership</p> <p>ii. Any other courses in the U2 or U3 category***</p>	<p>i. Integrity and Leadership</p> <p>ii. Any other courses in the U2 or U3 category***</p>	2 + 2
U4	MPU34XX - choose one from the list offered		2
	Total Credit Hours		10

*** Should the student choose to take foreign language, he/she must choose one which he/she has no formal education in.

FCM Elective Courses

ELECTIVE 1	CH	ELECTIVE 2	CH
MCI 1003 Corporate Identity	2	MMC 3013 Motion Capture	3
MDD 1003 Diagram Design	2	MPM 3003 Project Management	3