

# MASS COMMUNICATION



**HIT THE GROUND RUNNING™**

# **VISION**

Changing lives and enriching communities for a better world.

# **MISSION**

- We deliver superior products and services that benefit society, and shape future generations of leaders and thinkers.
- We care for the safety and health of our people, and we believe in developing their talents through empowerment and enabling them to maximise their potential.
- We grow our businesses to deliver sustainable and responsible shareholder returns while ensuring that we continue to protect our environment.
- We must be bold in technological innovations to be market leaders in our core businesses.
- We will leverage on the synergies within our business ecosystem to create unique product offerings.

# **EDUCATION CHARTER**

- We inspire students and staff to lead, share and serve.
- We create a community in which learning, teaching and research are encouraged, enabled and enjoyed.
- We promote critical thinking, independent learning and creative problem solving.
- We nurture individuals to be ethical and responsible global citizens.
- We share our success with stakeholders and the community we serve.

# PARAMOUNT EDUCATION

Paramount Education is the education arm of Paramount Corporation Berhad (PCB), a public listed company with diverse interests and strong positions in property development, investment, construction and educational services.

It's a full spectrum education services provider that offers quality education from pre-school, primary and secondary, both local and international, through to undergraduate and post-graduate levels, as well as executive and professional development programmes.



# KDU IS

## AN ESTABLISHED NAME

Over 35 years of superior private tertiary education

## STUDENT-CENTRED

Good student-lecturer ratio that emphasises personal attention to spark curiosity, inspire success and promote responsibility

## AWARE OF TOMORROW'S NEEDS

Practical knowledge applied throughout the entire programme to manage and solve future challenges

## STAFFED BY EXPERTS

Highly-skilled lecturers and tutors who share decades of experience

## SYNONYMOUS WITH EMPLOYABILITY

More than 90% of KDU's graduates are employed or engaged in further study within 6 months upon graduating

## GLOBAL

Students are given exposure to international standards and practices, collaborations, culture, language and work ethics

## COMPETITIVE

KDU's students compete at local and international platforms and win awards and accolades from international icons and organisations

## KDU Penang University College | Batu Kawan Campus

### The All New Live-And-Learn Environment

Targeted for opening by 2019, the upcoming KDU Campus in Batu Kawan has a feeling of openness, with the building blocks surrounded by green planting / hardscape / spaces formed by The Piazza, The Plaza and Park Avenue. Within the buildings, Park Windows bring the green into breakout spaces centered in the learning cluster, creating an outward-looking collaborative mode.

### MAIN CENTRAL CONGREGATION SPACE

The Piazza is a large, open-to-sky, gathering space on the 2<sup>nd</sup> floor where bazaars, fund-raising events and outdoor performances can be held. It is a combination of turf and hardscape.

### BREAKOUT SPACES

On the ground floor, the Cafeteria spills out around a cooling Water Concourse and an educational Herb & Spice Garden. At the student drop-off, The Galleria exhibits students' works. An outdoor Sculpture Garden along the building displays bigger sculptural art works and installations by the students.



# KDU Penang University College | Anson Campus

## Building A Strong Foundation

Spurred by the success of the Petaling Jaya campus, the KDU board decided to expand the college beyond the Damansara Utama vicinity and plans were quickly made to make this dream a reality. From there, a decision was made to set up a branch campus in Penang with the aim of providing further education access to Penangites as well as the community in Northern Malaysia.

KDU Penang University College began its chapter when it opened its doors to its first batch of students in 1991. Since then, KDU Penang University College has grown by leaps and bounds. Now, sitting proudly in Jalan Anson, KDU Penang University College is the most popular private tertiary education provider in the northern region. It has an international alumni from more than 60 countries around the world.

KDU Penang University College's range of internationally recognised industry-driven academic programmes covers a wide level of offerings from Pre-University studies to Postgraduate programmes. All its programmes are accredited by the Malaysian Qualifications Agency and are internationally affiliated with top universities around the globe such as University of Lincoln and Northumbria University from the United Kingdom and the IMI International Management Institute Switzerland.

KDU Penang was conferred an all-round 6-star College status by the Ministry of Higher Education (MOHE) MyQuest Audit 2014/2015. It boasts of state-of-the-art facilities which include industry-standard 5-star kitchens, a Recording Studio, Art Gallery and Design Studios, VLSI engineering labs, Games and Multimedia Computing Design Labs, Business Boardrooms and Lounge, Mock Hotel Suites and many more. All this helps to ensure that every KDU student is well prepared to be gainfully employed upon graduation – an indisputable fact that has strengthened the institution's impressive graduate employment ratio record.

Over a span of 25 years, our students continue to do us proud with a string of successes in various national and international competitions. In July 2013, KDU Penang was also awarded the Penang MPSP Green Industry Award for the SME Education and Awareness category. For real education in the real world – **HIT THE GROUND RUNNING™** with KDU Penang University College.



# CULTIVATING AN ENTREPRENEURIAL MINDSET



## **Best Business Project Idea 2017 Competition**

The Student Entrepreneur Programme is an initiative set up by KDU Penang University College to encourage student-run start-ups, essentially providing a platform for students to gain practical, real-life experiences in setting up and running their own businesses.

In addition to expanding their knowledge and skills, the management of their start-ups, as well as integrated project work, provides them with hands-on experience.

The initiative bridges the gap between academia and industry, bringing a business world element to the campus, and provides students with a better picture of what one might face as an entrepreneur.



## **4<sup>th</sup> International Student Conference - “Be the Innovators”**

The 4<sup>th</sup> International Student Conference (ISC) themed “Be the Innovators” organised by KDU Penang University College’s Student Council was held from 25 – 27 September 2017, and attracted more than 150 students from 11 countries – China, Hong Kong, Myanmar, Vietnam, United Kingdom, Sri Lanka, Korea, Thailand, Brunei, Turkestan and Malaysia. This 3-day conference was filled with talks by prominent speakers sharing their valuable experiences and knowledge. On the first two days, workshops and teambuilding activities were also included. The event ended with a full day tour of Penang.



## **Sharing Moment with Successful Entrepreneurs**

KDU Penang UC students were treated to an eye-opening session in 2017 as two established entrepreneurs shared their experiences and insights on having a start-up business. Clarence Leong, founder and CEO of easyParcel, was a Top 10 entrepreneur in 2016’s JCI CYEA (Creative Young Entrepreneur Award) and recently received Merit for SOBA (Star Outstanding Business Award). Leong Shir Mein, CEO of Delivereat, was Top 10 in a list of remarkable female entrepreneurs (Vulcan Post).



## **Business Start-Up Coaching Day**

The KDU Business Startup Coaching Day was held on 21 April 2017, featuring highly-experienced speakers Dr Supi Yeoh and Mr Richard Oon Hock Chye, who both have years of invaluable experience in their respective fields. Attendees were taught the fundamentals of how to achieve their dreams of running their own business, beginning from the start-up level.



## **The Business Challenge Workshop**

The Business Challenge Workshop, in collaboration with Malaysian Global Innovation & Creativity Centre (MaGIC), was held on 14 September 2017. The attendees took part in activities that challenged their innovative thinking skills, as well as their critical decision-making skills. At the end of the workshop, as a gold standard test of a balance between innovation and practicality, students pitched plans and new ideas.

# WORKING WITH & WITHIN COMMUNITIES



## **“Start Today, Save Tomorrow” Mud Ball Project**

Organised by Junior Chamber International (JCI) Batu Kawan and co-organised by KDU Penang, “Start Today, Save Tomorrow” Mud Ball Project was held at Sungai Jawi, on 14 October 2017. JCI Batu Kawan and KDU Penang spent two months preparing for this event. Lecturers and staff from KDU Penang took a week to run workshops on environmental protection and river pollution awareness at secondary schools in Seberang Perai Selatan. The preparation of mud balls involved about 600 teachers and students as well as parents. The main objective was to create environmental awareness on clean and healthy rivers among students.



## **KDU Penang Launched Christmas Donation to Charity Organisations**

Due to the overwhelming response, members of the Engineering Society of KDU Penang again held a charity event called Rudolph’s Shoebox to celebrate Christmas last year. Rudolph’s Shoebox encouraged students and staff to place gifts around the Christmas tree at the foyer. The gifts were donated to Kechara Soup Kitchen Penang and St Joseph’s Home Penang.

The Engineering Society also raised funds for both charities to help them get some extra cash for the holiday season. The Christmas tree and Snowman built with recycled plastic cups remained at the foyer until the end of the year.



## **Community Service Accompanied by Fun and Games!**

Twenty students from KDU Penang were involved in the Community Service of International Scout Exchange Program for Chung Ling High School Penang and Zhonghua Secondary School Singapore. Lead by Ms Ng Fong Chiu, senior lecturer of the Department of Computing, the event saw about 80 students participating in the project.



## **Staff Development Programme for SMJK Chung Ling**

KDU Penang’s senior lecturers from the School of Engineering, Computing and Built Environment conducted a staff development programme for 200 staff members (academic and nonacademic) from SMJK Chung Ling on the campus. Topics covered included “The Flipped Classroom and Instructional Video-Developing Using SOM” by Ms Ng Fong Chiu and Ms Tan Mei Hooi.



## **Hand-in-Hand for Penang Flood Victims**

Students and staff from KDU Penang collaborated with Universiti Sains Malaysia (USM) to help victims when massive floods hit Penang in early November 2017.

The Student Service Department (SSD) set up a donation box to collect essential items, money and cleaning accessories. Together, they cleaned KDU Penang’s lecturer Mr Saravanan Maniam’s house in Bukit Mertajam, which was inundated.

Another team of 20 KDU Penang students helped prepare food and packed essential items for victims at Dewan Besar, Sungai Dua.

# DEPARTMENT OF MASS COMMUNICATION

Creative people live life with passion and energy. Channel your energy to pursue a course of study in Communication. At KDU, we inspire you to lead, direct, write and unleash your potential in the vibrant industry of public relations, broadcasting, print, media advertising and many other areas.

## Why KDU is the preferred choice:

### Coursework assessment and industry-based programmes

Our programmes are coursework assessment with industry-based syllabus. Learn knowledge that only industry experts can tell you so that you are ahead of the rest. Our graduates are sought after because of our industry-ready programme, as well as the fact that they are trained by experts in their fields.

### Data-driven Literacy and Fluency

Social media has reshaped the way people and organisations do businesses and jobs. Our programmes seek to address the new demands of managing social media and understanding big data. Data fluency will be incorporated into the learning.

### Experience entrepreneurial attributes

Our degree programmes contain an entrepreneurial subject where students have to identify market opportunities, develop a social enterprise and run a mock business. Students will be exposed to startups, entrepreneurs and entrepreneurial processes.

### Shape resilient attitudes for future careers

Current jobs are disappearing with the advancement of technology in the digital economy. Hence, a new approach of learning is needed to prepare students for future employment in which work arrangements are more flexible and independent. Our programmes prepare students for the future economy through building up a resilient attitude.

### Internship with top media agencies

Get ahead in your career portfolio with 3 months' working stints in Malaysia's top media organisations. The internship stints will open doors and opportunities for people with the right qualifications and skills.

### Up-to-date Learning Facilities

Acclimatise with the industry early through facilities such as recording studios, iMac Lab, PR Spin Doctor Lab, Media Command Centre, Hybrid Action Centre, Media Analytics Centre and a media broadcasting studio. Our state-of-the-art learning facilities, which provide experience and knowledge found in the industry, will enhance and enrich your learning experience.

## STUDY ROUTE

**KDU PENANG UNIVERSITY COLLEGE**  
DUAL AWARD-VALIDATED BY UNIVERSITY OF LINCOLN, UK  
**BACHELOR OF ARTS (HONS) IN MEDIA PRODUCTION**  
**BACHELOR OF ARTS (HONS) IN COMMUNICATION AND PUBLIC RELATIONS**

**KDU PENANG UNIVERSITY COLLEGE**  
**BACHELOR OF ARTS (HONS) IN NEW MEDIA & ADVERTISING**

**KDU DIPLOMA IN MASS COMMUNICATION**

**SPM / O-LEVEL OR EQUIVALENT**

**FOUNDATION STUDIES / STPM  
/ UEC / A-LEVEL OR EQUIVALENT**



**EXPERIENCING  
MASS  
COMMUNICATION  
READY FOR  
INDUSTRIAL  
REVOLUTION 4.0**

# DIPLOMA IN MASS COMMUNICATION

R2/321/4/0060 12/22 (A8444)

This programme will take you through a broad spectrum of modules such as advertising, public relations, journalism, desktop publishing, films studies, photography, media design broadcasting and many more. The syllabus will present numerous opportunities for you to experience and have fun while acquiring knowledge and necessary skills. These skills prepare you for a broader and better career in the communication field. It also provides you with a solid foundation route to a degree.

**Duration** 2 years 4 months  
**Course mode** Full-time  
**Intakes** January, April and August  
**Course location** KDU Penang University College



# PROGRAMME STRUCTURE

## YEAR 1

- Introduction to Mass Communication
- Public Speaking Skills
- Writing and Referencing Skills
- Principles of Public Relations
- Introduction to Sociology
- Introduction to Computing and Information Technology
- Principles of Advertising
- Media Research Methods
- Media, Culture & Society
- Introduction to Radio Production

## YEAR 2

- Photo Communication
- Organisational Communication
- Principles of Copywriting
- Consumer Behaviour
- Creative Strategy
- Media Planning
- Desktop Publishing
- Multimedia and Web Development
- News Writing for Electronic Media
- Personal Development & Leadership Skills
- News Writing & Reporting for Print Media
- Introduction to Film Studies
- Mass Media Law
- Practical Training

## MPU SUBJECTS

### Local

- Pengajian Malaysia 2
- Bahasa Kebangsaan A / Oral Communication 2
- Ethics and Moral 2
- Holistic Personal Development

### Foreign

- Bahasa Melayu Komunikasi 1
- Oral Communication 2
- Ethics and Moral 2
- Holistic Personal Development

## CAREER OPPORTUNITIES

- Account Servicing
- Brand Management
- Business Development
- Public Relations
- Event Management
- Campaign Coordination
- Broadcasting & Media
- Film Producer
- Script and Screen Writing
- Photographer
- Journalists
- Feature Writer
- Copy Writer

# BACHELOR OF ARTS (HONS) IN MEDIA PRODUCTION

## DUAL AWARD-VALIDATED BY UNIVERSITY OF LINCOLN, UK

N/321/6/0210 11/21 (PA8079)

Making movies is a new trend in Malaysia. KDU Penang's BA (Hons) in Media Production program delivers in-depth knowledge and practical skills in filmmaking and multimedia production including scriptwriting, sound recording, animation, visual and sound effects, post-production, etc.

### Why study Media Production?

KDU Penang's BA (Hons) in Media Production emphasizes the quality of content and storytelling elements. Students will learn the latest industrial practices through engagement with our industrial partners in guest lecture sharing sessions, talks, field trips to production houses, real-world projects, live show presentations and final year projects. In addition, students will work as interns in related industries for future career development.

The program will be validated by the reputable Lincoln School of Film & Media from University of Lincoln in UK with dual award arrangements.

Graduates of a dual award degree programme receive a degree award from both KDU Penang University College and our partner university. A dual award degree programme constitutes completion of a single programme of study and is differentiated from a double - degree.

**Duration** 3 years  
**Course mode** Full-time  
**Intakes** January, June and September  
**Course location** KDU Penang University College



Validated by:



UNIVERSITY OF  
LINCOLN  
UNITED KINGDOM

TEF Gold Teaching  
Excellence  
Framework

# PROGRAMME STRUCTURE

## YEAR 1

- Introduction to Mass Communication
- Writing and Referencing
- Digital Photography
- Media Culture and Society
- Public Speaking
- Introduction to Public Relations
- Communication Theories
- Sociology Studies
- Digital Graphics and Layout
- Online Technology
- Print Production

## YEAR 2

- Video Production
- Media Strategy Planning
- Sound Recording
- Web Development
- Social Entrepreneurship Skills
- Media and Communication Laws
- Post Production
- Screenplay and Scriptwriting

## YEAR 3

- Visual and Sound Effects
- Animation
- Screen Appreciation
- Creative Thinking
- Media Independent Study 1
- Media Independent Study 2
- Final Production Project 1
- Final Production Project 2
- Practical Training

## MPU SUBJECTS

### Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3
- Holistic Professional Development

### Foreign

- Bahasa Melayu Komunikasi 2
- Pengajian Malaysia 3
- IELTS Preparatory Course
- Ethics and Moral 3
- Holistic Professional Development

## CAREER OPPORTUNITIES

- Film Director
- Scriptwriter
- Art Director
- Film Producer
- Co-producer
- Post Production Supervisor
- Dialogue Editor
- Screenwriter
- Casting Director
- Audio Describer
- Greensmen
- Composer
- Costume Designer
- Director of Photography
- Foley Editor
- Film Sales Agent

# BACHELOR OF ARTS (HONS) IN COMMUNICATION AND PUBLIC RELATIONS DUAL AWARD-VALIDATED BY UNIVERSITY OF LINCOLN, UK

N/321/6/0209 11/21 (PA8078)

Public relations is a strategic communication process that builds mutually beneficial relationships between organisations and the public circles they are connected with. With the influence of social media, companies are now facing constant responses from their customers through comments or postings on social media. This can go viral within seconds, which might tarnish the reputation of organisations. Increasingly, the corporate world in Malaysia is well aware of the need for professionally-trained public relations personnel in this complex corporate communication era. Such communication talents will help corporations handle new challenges posed by the clients as well as their industries.

## Why study Communication and Public Relations?

KDU Penang's BA (Hons) in Communication and Public Relations provides students with in-depth knowledge of communication skills and public relations through an industry-based curriculum design. The programme specifically emphasizes practical and hands-on exposure to equip students with knowledge of the real-world working environment. Students will be actively involved in and exposed to industry experiences through event planning, talks, real world tasks for clients, academic conferences and guest lecture sessions conducted by industry professionals. They will embark on internships with public-listed companies, multinational companies, as well as local SME firms to gain a deeper understanding on public relations jobs.

Graduates of a dual award degree programme receive a degree award from both KDU Penang University College and our partner university. A dual award degree programme constitutes completion of a single programme of study and is differentiated from a double - degree.

**Duration** 3 years

**Course mode** Full-time

**Intakes** January, June and September

**Course location** KDU Penang University College



Validated by:



UNIVERSITY OF  
LINCOLN  
UNITED KINGDOM



# PROGRAMME STRUCTURE

## YEAR 1

- Theories, Roles and Models of Public Relations
- Customer Oriented Communication
- Corporate Communications
- Visual Communication
- Intercultural Communication
- Principles of Public Relations
- Sociology Studies
- Public Speaking
- Digital Photography
- Media Culture and Society

## YEAR 2

- Event Management 1
- Communication & Media Research
- Public Opinion and Persuasion
- Writing and Referencing
- New Media Marketing
- Event Management 2
- Global Communication
- Writing for Public Relations
- Media Strategy Planning
- Brand Management
- Planning and Managing Public Relations Campaign
- Social Legal and Ethical Issues

## YEAR 3

- Undergraduate Project/ Dissertation 1
- Corporate Social Responsibility
- Crisis Management
- Undergraduate Project/ Dissertation 2
- Public Relations Seminar
- Online Journalism
- Web Production
- Interpretation and Use of the Media
- Industrial Training - Placement

## MPU SUBJECTS

### Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3
- Holistic Professional Development

### Foreign

- Bahasa Melayu Komunikasi 2
- Pengajian Malaysia 3
- IELTS Preparatory Course
- Ethics and Moral 3
- Holistic Professional Development

## CAREER OPPORTUNITIES

- Public Relations Strategist
- Social Media Campaign Strategist or Specialist
- Campaign Director
- Communications Specialist
- Corporate Communication Manager
- Event Manager
- Public Relations Manager
- Publicist
- Branding Strategist

# BACHELOR OF ARTS (HONS) IN NEW MEDIA & ADVERTISING

N/321/6/0214 04/22 (PA8081)

## **New Media and Advertising**

Various businesses are facing challenges from disruptive technologies, which refer to innovations that drastically change the way people do things, from how they make friends to how they do business. The advertising industry is not facing it alone. New media such as Facebook, Instagram, Snapchat and emerging social media networks constantly push the boundaries of advertising. These disruptions not only reimagine advertisements, but our experience of them as well.

## **Why Study New Media Advertising?**

With this future outlook in place, KDU Penang's BA (Hons) in New Media Advertising sets out to redesign traditional advertising. Our program addresses the new demands of managing the social media element in advertising. Through our programme, students will obtain cutting-edge industry standards' knowledge and practices. This is achieved through collaboration with our industrial partners and in their final year projects. Students will also undergo relevant internship placements to catch insights into the latest developments in the industry.

## **This degree programme provides a pathway to:**

**Postgraduate study:** With this programme's solid foundation in new media advertising, students are able to pursue a Master's degree in advertising or communications studies. **Career opportunities:** Copy Writer, Social Media Specialist, Online Branding Strategist, Online Publicist, Media Sales Executive, Marketing Communication Manager, Digital Content Producer, Media Planners, Project Manager, User Experience Specialist.

**Duration** 3 years

**Course mode** Full-time

**Intakes** January, June and September

**Course location** KDU Penang University College



# PROGRAMME STRUCTURE

## YEAR 1

- Introduction to Mass Communication
- Writing and Referencing
- Digital Photography
- Media Culture and Society
- Public Speaking
- Introduction to Advertising
- Communication Theories
- Sociology Studies
- Digital Graphics and Layout
- Online Technology Introduction
- Introduction to Public Relations

## YEAR 2

- Copywriting
- Media Strategy Planning
- Advertising Design
- Social Responsibility
- Social Entrepreneurship Skills
- Media and Communication Laws
- Principles of Advertising
- New Media Marketing
- Communication and Media Research

## YEAR 3

- Brand Communication in Advertising
- Video Production
- Strategic Branding in Advertising
- Creative Thinking
- Digital Media Production
- Online Journalism
- Undergraduate Project 1
- Undergraduate Project 2
- Industrial Training - Placement

## MPU SUBJECTS

### Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Course
- Ethics & Moral 3
- Holistic Professional Development

### Foreign

- Bahasa Melayu Komunikasi 2
- Pengajian Malaysia 3
- IELTS Preparatory Course
- Ethics and Moral 3
- Holistic Professional Development

## CAREER OPPORTUNITIES

- Copywriter
- Social Media Specialist
- Online Brand Strategist
- Online Publicist
- Media Sales Executive
- Marketing Communication Manager
- Digital Content Producer
- Media Planner
- Project Manager
- User Experience Specialist

# OUR INTERNATIONAL PARTNERS

KDU Penang University College's international partnerships comprise many prestigious universities around the world that deliver top quality undergraduate and postgraduate programmes. Besides academic quality, they also have large international student populations, celebrate a diversity of cultures and with helpful staff members, are always willing to help students adjust and settle down. This is in line with KDU's mission, which is to provide superior learning experiences in a caring and conducive environment for our students to be successful.



UNIVERSITY OF  
**LINCOLN**  
UNITED KINGDOM



## University of Lincoln, UK

The University of Lincoln is highly regarded for its innovative approach to teaching, learning and engagement, and was rated the UK's number one modern university by The Times and Sunday Times Good University Guide 2016.

Lincoln is proud to be home to world-leading researchers who are making profound contributions to their subject areas. More than half of the researches submitted by Lincoln to the national Research Excellence Framework (REF) 2014 were judged to be internationally excellent or world-leading (3\* or 4\*) – the highest scores possible.



**Queensland University of Technology**  
Brisbane Australia



THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

### 2018 Complete University Guide Subject Rankings (Published in 2017)

Figures indicate the relative position for each subject (1 being top) in the league table

|  | Media Production & Public Relations | UK Teaching Excellence Framework (TEF) Rating |
|--|-------------------------------------|---|
| University of Lincoln UK <sup>1</sup>    | 30                                  | GOLD  |
| University of Hertfordshire <sup>2</sup> | 78                                  | SILVER  |
| University of West England <sup>3</sup>  | 48                                  | SILVER  |
| University of Salford <sup>4</sup>       | 38                                  | BRONZE  |
| Staffordshire University <sup>5</sup>    | 68                                  | SILVER  |

1: Dual Award partner is KDU Penang University College

2, 3, 4, 5: Other higher institutions

# SUCCESS STORIES

## PEMENANG RM25,000 WINNER



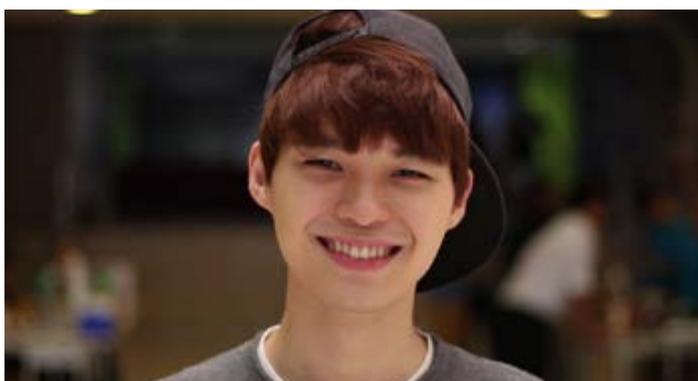
(<https://youtu.be/rROJhURI7Rs>)

**Winner | Pemenang: Lim Jia Yi**

In collaboration with | Dengan kerjasama: Afiq Zainuddin, Max Neoh & Ng Yung Sern

TITLE | TAJUK: MALAYSIA MILIK KITA SEMUA (Entry #94)

The video entitled “Malaysia Milik Kita Semua” produced by diploma students won the Grand Prize RM25,000. The final year group project produced by Skye Lim, Afiq Zainuddin, Max Neoh & Ng Yung Sern’s was competing against 210 other submissions from all over Malaysia included professional video makers. The competition was organized by MK Land Holdings Berhad.



<http://www.whatmakesusanation.my/>

# KDU ALUMNI

KDU believes that people should learn more from people and not just from books.

Here at KDU Penang University College, not only are lessons learned but people are celebrated for the inspiration they bring to each other.



## THUM YEE LIN

BSc in Communication and Public Relations, Northumbria University

### SOCIAL MEDIA SPECIALIST

I have always loved the digital and creative space. So, shortly after completing my bachelor's degree in Communication and Public Relations at KDU, I moved to Kuala Lumpur to work at REV Asia as a social media executive.

Three years down the road, I now focus on social media, community and product management. I also dabble in content creation, and participated in a couple of video productions.

KDU helped prepare me for this journey with their project-based degree programme. I prefer this method of learning as it provided me real-world learning.



## LAUREEN QUAH MING HUI

BSc in Communication and Public Relations, Northumbria University

### INFLUENCER AND FREELANCE MC

The one thing I enjoyed most about being in KDU Penang is the fact that there was just so much positive energy in the air. The campus is not only well equipped with facilities, but the staff and lecturers are really helpful as well. I spent two years in KDU for my Diploma in Mass Communication and currently, I'm pursuing my Degree in Communication and Public Relations because I like the fact that the whole programme is solely based on coursework. I'm now freelancing as an event host and needless to say, my career kick started in KDU Penang. My Diploma in Mass Communication gave me the foundation I needed and it also taught me to be independent and prepared for real-world careers and situations. I strongly believe that in life, it doesn't matter where you are. You just need to work really hard to get to where you want to be and most importantly, be humble. I do like to believe that one day, I will go on to inspire and remind people that they are capable of so much more than they give themselves credit for and that hard work and perseverance really does pay off in the long run.



## STEVEN SOON SOO ONN

Diploma in Mass Communication

### VALEDICTORIAN

The best experience I had was having lecturers who genuinely cared for me. Lecturers, who not only helped me in my studies, but also encouraged me to pursue my dreams. Lecturers, who gave me opportunities to shine and pushed me to a level of potential I never knew I had. Lecturers, whom I can proudly call my friends. This, I believe, is one of the highlights of my college life. KDU offered me a platform to express my thoughts, perspectives, beliefs and ideas through events like the International Student Conference and various short film competitions and festivals using primarily public speaking and filmmaking skills. Besides that, it has also indirectly assisted me in making new networks with people of the industry, which is very important if I want to get my name and my work recognised.

# STUDENT LIFE IN KDU



# STUDENT LIFE IN KDU



# REAL WORLD FACILITIES



Recording Studio



Media Analytics Centre



Photography Studio



Media Command Centre



Lecture Theatre



Hostel



Library



Bar 91



Auditorium

- Auditorium
- Bar 91
  - casual dining snack bar
- Bon Appétit Restaurant
  - fine dining training restaurant
- Business Lounge
- Cafeteria
- Carême
  - pastry & bakery kitchen
- Computer Aided Design Lab
- Computer Labs and iMac Labs
- Creative Hub
- Culinary Arts Studio
  - carving and food arts studio
- Dry Studio
- Electrical Power Lab
- Electronics Lab
- Escoffier
  - garde-manger & butchery kitchen
- Fully-equipped Science Labs
- Gallery
- Games Lab and Games Lounge
- Gymnasium
- Hostel
- KDU Hospitality Training Suite
- KDU-IMI Lounge
- Lecture Theatres
- Library
  - electronic book databases
  - electronic journal databases
  - specialised electronic databases
- Mechanical Lab
- Machines Workshop
- Main Kitchen
  - for fully-equipped hotel standard commercial kitchens state of the art equipment
  - food production kitchen, island kitchen, preparation kitchen, main pastry kitchen
- Media Analytics Centre
- Media Command Centre
- Mixology Lab
  - beverage studies lab
- National Instruments LabVIEW Academy/VLSI Lab
- Pastry Kitchen
  - fully-equipped hotel specification kitchen
  - state-of-the-art equipment
- Recording Studio
- Science Lab
- Simulation Ward
- Simulated Health Clinic
- Smart Classroom: i-Connect
- Smart Classroom: i-Xplore
- Solace Room
- Spin Doctor Lab
- Surau
- Wet Studio
- Wi-Fi Enabled Campus



Anson Campus



Batu Kawan Campus

# ONE KDU PENANG TWO CAMPUSES



All information provided in this brochure is up-to-date and accurate at the time of publication.  
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