

# Get the edge in effective communications

NTI International College Subang offers a dynamic mass communications degree in collaboration with the University of Hertfordshire, United Kingdom. This programme aims to empower aspiring mass communications students with the ability to critically examine films, write like journalists, study media cultures, use software packages to prepare layouts for magazines and websites as well as make full use of new media tools.

Throughout the three-year programme, students will develop a thorough understanding of media cultures and new media publishing. They will learn to communicate effectively with the masses via film, journalism and other mediums. They will also develop competencies through international exposure, innovative learning and individual development. Other highlights of the programme include an employer project as a credit-earning subject, lectures and workshops by industry experts and the option of spending a semester at the University of Hertfordshire.

Shaped by an ideal balance of theoretical knowledge and practical training that includes soft skills and resumé writing workshops, students will be trained to develop their confidence, resourcefulness and leadership qualities.

They will also learn to analyse, strategise and make quick decisions. All these will give the students a distinct advantage as they advance to higher studies or challenging careers.

The BA (Hons) in Mass Communication degree offered at INTI gives students the opportunity to earn a prestigious internationally recognised degree without

incurring the high tuition costs and living expenses usually associated with pursuing a tertiary education abroad. They gain local access to the same content taught in the UK and receive a degree from the University of Hertfordshire upon successful completion of the course.

The University of Hertfordshire is an award-winning entrepreneurial university and was rated by the *Times Higher Education's World University Rankings* as one of the world's top 100 universities below 50 years old. The rankings are based on excellence across teaching, research, citations, industry income and international outlook.

BA (Hons) in Mass Communication graduates are ready to serve as journalists, marketing communication specialists, marketing executives, film critics, entertainment journalists, social media executives and in other media-related positions.

As INTI is a part of the global Laureate International Universities network, students have access to knowledge, the industry's best practices, academic talent and resources that bring abundant opportunities for students to grow. The Laureate link provides students with access to cutting-edge global events such as the World Business Forum and Clinton Global Initiative, where they can learn from top global leaders who gather to discuss pressing issues affecting the world today.

This provides students with an international learning experience and a world-class education.

■ For more information, call 03-5623 2800 or visit [www.newinti.edu.my](http://www.newinti.edu.my)



Students of mass communications at INTI, seen here on an industrial visit, develop effective communications skills through theoretical and hands-on learning.