



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

UOW Malaysia KDU Penang University College – KDUP-2

Campus/Country	Malaysia
Institution Course/Major:	Diploma in Mass Communication
UOW Course:	Bachelor of Communication and Media (Marketing Communication and Advertising)

Students granted the maximum credit transfer will be exempt from the following UOW subjects:

Inst. Code	Institution Subject Name 3 credit points/subject	UOW Code	UOW Subject Name	Credit Points
MCD1013	<i>Introduction to Mass Communication</i>	BCM 110	Introduction to Communication and Media	6
MCD1023	<i>Public Speaking Skills</i>			
MCD1033	<i>Writing and Referencing Skills</i>			
MCD1083	<i>Media Research Method</i>			
MCD2044	<i>Organisational Communication</i>			
MPU2283	<i>Oral Communication 2</i>			
KPD2033	<i>Personal Development and Leadership Skills</i>			
MCD1013	<i>Introduction to Mass Communication</i>	BCM 111	Global Media and Culture	6
MCD1033	<i>Writing and Referencing Skills</i>			
MCD1053	<i>Introduction to Sociology</i>			
MCD1083	<i>Media Research Method</i>			
MCD1093	<i>Media, Culture & Society</i>			
MCD2064	<i>Consumer Behaviour</i>			
MCD0294	<i>Mass Media Law</i>			
MCD2094	<i>Mass Media Law</i>	BCM 113	Media Ethics and Law	6
MCD1043	<i>Principles of Public Relations</i>			
MCD1053	<i>Introduction to Sociology</i>			
MCD1093	<i>Media, Culture & Society</i>			
MPU2392	<i>Ethics & Moral 2</i>			



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MCD2104	<i>Desktop Publishing</i>	BCM 114	Making Media	6
MCD1103	<i>Introduction to Radio Production</i>			
MCD2014	<i>News Writing and Reporting for Print Media</i>			
MCD2024	<i>Introduction to Film Studies</i>			
MCD2034	<i>Introduction to Photo Communication</i>			
MCD2054	<i>Principles of Copywriting</i>			
MCD2074	<i>Creative Strategy</i>			
MCD2084	<i>Media Planning</i>			
MCD3014	<i>Multimedia and Web Development</i>			
MCD3024	<i>Newswriting for Electronic Media</i>			
MCD3034	<i>Practical Training</i>			
MCD2044	<i>Organisational Communication</i>	MGNT102	Business Communications	6
MPU2283	<i>Oral Communication 2</i>			
MCD2074	<i>Creative Strategy</i>	MARK101	Marketing Principles	6
MPU2392	<i>Ethics and Morals 2</i>			
MCD2064	<i>Consumer Behaviour</i>			
MCD1073	<i>Principles of Advertising</i>			

Total specified credit to be awarded:	
Unspecified credit at 200-level	12cp
Maximum eligible credit points of credit transfer	48cp

The subject availability and pre-requisites of 200 level major subjects may affect the number of years to complete the program with maximum credit exemption.