



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

UOW Malaysia KDU University College – KDUKL-2

Campus/Country	Malaysia
Institution Course/Major:	Diploma in Communication and Media
UOW Course:	Bachelor of Communication and Media (Marketing Communications 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
MDCM1153	<i>Introduction to Communication and Media</i>	BCM 110	Introduction to Communication and Media	6
MDCM1033	<i>Public Speaking Skills</i>			
MDCM1013	<i>Critical Thinking and Reading Skills</i>			
MDCM1043	<i>Writing and Referencing Skills</i>			
MDCM2144	<i>Human Communication</i>			
MDCM2033	<i>Organisational Communication</i>			
MDCM1113	<i>Media Research Methods</i>			
MDCM1073	<i>Media, Culture and Society</i>	BCM 111	Global Media and Culture	6
MDCM1043	<i>Writing and Referencing Skills</i>			
MDCM1133	<i>Introduction to New Media</i>			
MPU2412	<i>Co-Curricular Activities and Community</i>			
MDCM2153	<i>Media Law and Ethics</i>	BCM 113	Media Ethics and Law	6
MDCM1153	<i>Introduction to Communication and Media</i>			
MDCM1093	<i>Principles of Public Relations</i>			
MDCM1063	<i>Principles of Advertising</i>	BCM 114	Making Media	6
MDCM1083	<i>Introduction to Radio Production</i>			
MDCM2134	<i>Introduction to Publication Design</i>			
MDCM1143	<i>Principles of News writing and Reporting</i>			
MDCM1093	<i>Principles of Public Relations</i>			
MDCM2164	<i>Introduction to Film Studies</i>			
MDCM2054	<i>Creative Strategy</i>			
MDCM2073	<i>Principles of Copywriting</i>			



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Inst. Code	Institution Subject Name 3 credit points/subject	UOW Code	UOW Subject Name	Credit Points
MDCM2033 MDCM2144	<i>Organisational Communications</i> <i>Human Communication</i>	MGNT102	Business Communications	6
MDCM2083 MDCM2043 MDCM2054 MDCM1093 MDCM1063	<i>Media Planning</i> <i>Consumer Behaviour</i> <i>Creative Strategy</i> <i>Principles of Public Relations</i> <i>Principles of Advertising</i>	MARK101	Marketing Principles	6

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