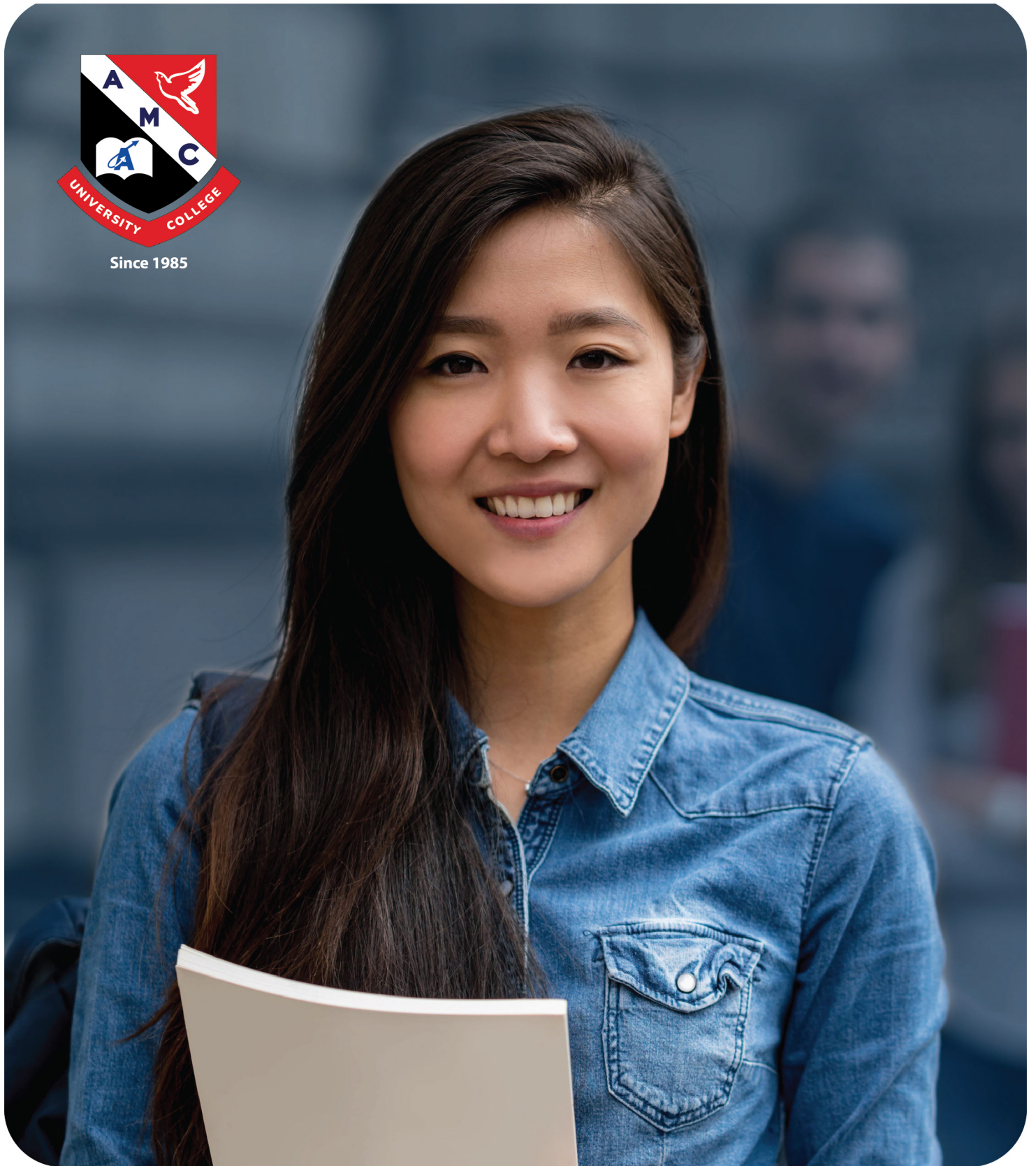




Since 1985



DIPLOMA IN DIGITAL MEDIA CONTENT

N/0211/4/0005 | MQA/PA16108

☎ 016 806 6580
☎ 016 806 6170
☎ 016 806 6581
☎ 010 468 3278

Contact
088 235 218

Website
www.amc.edu.my

Scan QR code for
enquiries



DIPLOMA IN DIGITAL MEDIA CONTENT



PROGRAMME OVERVIEW

Diploma in Digital Media Content is designed to improve understanding and appreciation of the digital media and broadcasting communication sector. This program also helps students develop the skills necessary to communicate ideas and stories through various mediums. Students get the opportunity to learn Technopreneurship and build a portfolio of jobs, paving the way for them to begin their entrepreneurial journey to be competitive in the job industry.

- ✓ Accredited by MQA & approved by Ministry of Higher Education
- ✓ Education Loans & Scholarships Available!
- ✓ Pathway to Degree, Master and Doctoral

PROGRAMME MODULES

- English for Academic Purposes
- Design Thinking
- Professional Communication
- Introduction to Information Technology
- Fundamental of Marketing
- Digital Media Tools
- Principles of Broadcasting
- Public Speaking
- Technopreneurship
- Principles of Information System Management
- Web Design and Interactivity
- Creative Thinking
- Media Entrepreneurship
- Creative Content Writing
- Digital Marketing
- Interactive Multimedia
- Digital Storytelling
- Audience Analysis for New Media
- Principles & Practice for Digital Media
- Creative Content Production
- Information Security
- Media Law & Ethics
- Digital Portfolio
- Digital Audio and Sound Technology
- Creative Technologies
- Mobile Design

MPU SUBJECTS

- Malaysian Studies 2
- Community Services
- Cross Cultural Management
- Etika Professional

ENTRY REQUIREMENTS

- Sijil Pelajaran Malaysia with a minimum of three (3) credits in any subject, or its equivalent; or
- Pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any subject, or its equivalent; or
- Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul in any subject, or its equivalent; or
- Pass in SKM Level 3 / Sijil Vokasional Malaysia (SVM) (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme); or
- Certificate (Level 3, MQF) with minimum CGPA of 2.00 or its equivalent; or
- Other relevant equivalent qualifications recognised by the Malaysian Government

DURATION

- 2 Years

INTAKES

- January, April & August

CAREER PATHWAYS

Content Creator, Content Writer, Social Media Content Creator, Video Content Creator, Media Content Creator

