

COMMUNICATION WITH HEALTH

KPT/JPT(N/0323/6/0056)07/2029 | MQA/PSA17573

Be the voice of insight that helps to create a healthier society and world

Deliver compelling and rich narratives that impact society and the health industry. The Bachelor of Communication with Health (Honours) programme at IMU aims to provide you with expertise in theories, strategies, principles, and practical, tailored for delivering and promoting health information and messages through communication and digital media. Through theory and practical applications, learn how to communicate strategically and effectively to diverse audiences, applying nuances of healthcare communication, and mastering the intricacies of promoting health initiatives. This interdisciplinary programme will equip you for dynamic roles at the hub of communication and health. Setting this programme apart is its team of experts in media, communication, and health sciences. Above all, it is tailored for students from both science and non-science backgrounds, empowering any student with a passion for communication and health.

Degree / Duration

Bachelor of Communication with Health (Honours) (IMU)
3 years

Commencement

Oct

◆ Assessment

This programme distinguishes itself through its commitment to excellence in an outcome-centred curriculum. Designed to foster well-rounded skills in health-focused communication, it adopts a diverse and equitable assessment methodology. Focused on continuous improvement, both formative and summative assessments offer ongoing feedback on student performance. With a variety of assessments including essays, presentations, projects, and exams, the programme accommodates diverse learning styles, allowing students to showcase their strengths. This dynamic approach, paired with strong emphasis on application, prepares students for success in the evolving field of health.

◆ Career Pathways

Graduates will be equipped with the versatility to embark on various professional journeys because communications plays a pivotal role across industries. Whether in healthcare institutions, public health organisations, media, or corporate settings, communication professionals serve as crucial liaisons, conveying health-related information effectively to diverse audiences. The programme's comprehensive curriculum ensures that graduates possess the essential attributes and skills to play a vital role in the media and communication field, with specialisation in the healthcare area.

Programme Structure

Semester

1

Academic Writing /
Bahasa Kebangsaan A
Human Communication
Public Speaking
Intercultural Communication
IT Fundamentals
Science Communication

Semester

2

Penghayatan Etika & Peradaban /
Bahasa Melayu Komunikasi 2
Philosophy & Current Issues
Communication Theory
Media Writing Skills I
Visual Communication
Principles of Public Relations

Short Semester

1

Integrity & Anti-Corruption
Media Writing Skills II
Health Literacy

Semester

3

Social Responsibility
Introduction to Public Policy
Graphic Design for
Medical & Healthcare
Social Media Analytic Tools
Inter-professional
Communication in Health
Patient-Healthcare Provider
Communication / Healthcare
Ethics & Professionalism

Semester

4

Communication & Media Laws
Digital Communication & Strategy
Mediated Communication & Health
Health Communication Campaign:
Design & Evaluation
Fundamentals of Journalism /
Public Opinion & Persuasion

Short Semester

2

Communication in Health Organisations
Social Marketing for Health
Communication
Activism & Citizen Journalism through
Media / Media Planning & Management

Semester

5

Research Methodology
Media Entrepreneurship
Public Health Risk &
Crisis Communication
Conflict Management Skills in Health
Health Promotion Campaign
Health Equity Promotion:
Role of Community / Corporate Social
Responsibility & Communication

Semester

6

Industrial Placement

Short Semester

3

Industrial Placement (Cont.)
e-Portfolio

Areas and Scope of Work

Key Area	Occupation	Scope of Work
Healthcare Institutions	<ul style="list-style-type: none"> Health Communication Specialist Corporate Communication Officer 	<ul style="list-style-type: none"> Facilitate effective communication between healthcare providers, patients, and families. Contribute to health education programmes, patient engagement initiatives, and internal communication. Coordinate any communication activities involving internal and external stakeholders (e.g media relations). Organise corporate campaigns and events, which includes research, planning, executions and communications using multiple media.
Pharmaceutical, Health Products and Services Organisations	<ul style="list-style-type: none"> Marketing Coordinator Brand Manager 	<ul style="list-style-type: none"> Research, plan and implement branding activities with integrated marketing communication tools to market and generate sales of the offered services and products. Coordinate and plan the production of communication activities and messages through multiple platforms such as videos, public service announcement (PSA), advertisements etc.
Media and Journalism	<ul style="list-style-type: none"> Health Reporter Media Relations Specialist 	<ul style="list-style-type: none"> Contribute to accurate health reporting and create accessible content for the general audience. Engage in media relations strategies for health-related topics.
Multinational Companies (MNCs) and Corporate Organisations	<ul style="list-style-type: none"> Corporate Wellness Coordinator Corporate Communication Officer 	<ul style="list-style-type: none"> Develop corporate wellness programmes. Communicate health benefits and policies internally. Manage both internal and external communications, with specialisation in health-related messages.
Health Marketing and Public Relations Agencies	<ul style="list-style-type: none"> Health Marketing Specialist PR or Strategic Communication Consultant Account Executive or Manager Digital Media Executive or Manager 	<ul style="list-style-type: none"> Develop wellness programmes. Communicate health benefits and policies internally. Manage and coordinate the strategic communications of health products and services accounts. Plan and coordinate client's message deliveries through various media (including mobile applications) and activities (e.g. social marketing).
Non-profit and Advocacy Organisations for Well-being or Health	<ul style="list-style-type: none"> Communication Officer Campaign Manager 	<ul style="list-style-type: none"> Manage and coordinate various forms of communications including media relations and health campaigns; targeting internal and external audiences.
Non-profit and Advocacy Organisations	<ul style="list-style-type: none"> Health Advocacy Coordinator Campaign Manager 	<ul style="list-style-type: none"> Lead awareness campaigns, fundraising efforts, and communication strategies for non-profit organisations addressing health-related social issues.
Government Health Departments	<ul style="list-style-type: none"> Public Health Communication Officer 	<ul style="list-style-type: none"> Develop and implement communication strategies for public health initiatives. Advocate for health policies and engage in community outreach.
Digital Health and Technology	<ul style="list-style-type: none"> Digital Health Communication Specialist 	<ul style="list-style-type: none"> Contribute to the development of health-related apps, websites, and digital communication strategies for health technology companies.
Education and Training	<ul style="list-style-type: none"> Health Communication Educator 	<ul style="list-style-type: none"> Develop and deliver health communication courses. Provide training in effective communication for healthcare professionals.
Research and Consultancy	<ul style="list-style-type: none"> Health Communication Researcher 	<ul style="list-style-type: none"> Conduct studies on health communication effectiveness. Provide consultancy on communication strategies for healthcare organisations.
Event Management Agencies	<ul style="list-style-type: none"> Event Coordinator 	<ul style="list-style-type: none"> Coordinate and plan any event, with a specialisation of health-related initiatives.

Entry Requirements

A-Level	DD and credit in English at SPM or its equivalent*
STPM	CC and credit in English at SPM or its equivalent*
Australian Matriculation	ATAR 60 and credit in English at SPM or its equivalent*
National Certificate of Educational Achievement (NCEA)	50% and credit in English at SPM or its equivalent*
Canadian Grade 12/13	60% aggregate in 6 subjects and credit in English at SPM or its equivalent*
Unified Examination Certificate (UEC)	B in 5 subjects and credit in English at SPM or its equivalent*
Australian University Foundation	50% or ATAR 60 and credit in English at SPM or its equivalent*
Indian Pre-U	Average of 50% and credit in English at SPM or its equivalent*
MOE Matriculation	cGPA 2.00 and credit in English at SPM or its equivalent*
International Baccalaureate Diploma (IB)	24 points and credit in English at SPM or its equivalent*
American High School Diploma	cGPA 2.00 and credit in English at SPM or its equivalent*
Foundation in Science / Foundation Programme	cGPA 2.00 and credit in English at SPM or its equivalent*
Diploma	Diploma in Media and Communication or Diploma in any field cGPA 2.00 and credit in English at SPM or its equivalent

*This can be exempted if achieved the same result at Pre-University level.

English Requirements

For Malaysian Students

1. MUET: Band score of 3.5; or
2. IELTS: Overall band score of 5.0; or
3. TOEFL iBT: Overall score of 40; or
4. Cambridge English: Advanced (CAE): Overall score of 154; or
5. Cambridge English: Proficiency (CPE): Overall score of 154; or
6. Cambridge Linguaskill: Overall score of 154; or
7. Pearson Test of English (PTE): Overall score of 47

For International Students

1. IELTS: Overall band score of 5.0; or
2. TOEFL iBT: Overall score of 40; or
3. Cambridge English: Advanced (CAE): Overall score of 154; or
4. Cambridge English: Proficiency (CPE): Overall score of 154; or
5. Cambridge Linguaskill: Overall score of 154; or
6. Pearson Test of English (PTE): Overall score of 47;

The following categories of students are exempted from the English requirements:

Students who graduated from other institutions where the curriculum is delivered in English Language. For example: Advanced Levels / Australian Matriculation / Australian University Foundation Year / Canadian Matriculation / International Baccalaureate / Foundation in Science / other pre-university programmes from local higher education institutions.

Programme Fees

Fees Overview

All fees quoted are in Ringgit Malaysia unless stated otherwise.

Fee	Amount (RM)	
	Malaysian Student	International Student
Application Fee	150	500
Registration Fee	850	2,000
Refundable Caution Deposit	1,000	1,000

Application fee is payable upon submission of application • Registration fee and refundable caution deposit are payable upon acceptance of the offer letter issued by the IMU Admissions Office • As stipulated by the Malaysian Ministry of Education, international students are required to pay Student Visa Application fee of RM2,500 AND personal bond (depending on nationality) upon registration • International students will also be required to pay Student Visa Renewal fee every year • Students must adhere to the "Policy on Payment of Fees" • All students are required to pay Student Association Fees of RM40 per semester • All tuition and ancillary fees are subject to annual increases, currency exchange rates, and exclusive of levy and bridging fees (if any) • Application fee and Registration fee is non refundable • All students who are applying for the National Higher Education Fund (NHEF) loans are required to pay their semester fees in FULL by the due date stated in the invoice • The fees quoted for partner universities are current estimates only.

Tuition Fees

	Total Duration (years)	Year	At IMU University			
			Tuition Fee			
			Malaysian Student		International Student	
			Per Year		Per Year	
			2024 Fees	Fees after Global Leadership Scholarship	2024 Fees	Fees after Global Leadership Scholarship
Bachelor of Communication with Health (Honours) (IMU)	3	1	37,000	18,500	39,220	19,610
		2	37,000	18,500	39,220	19,610
		3	37,000	18,500	39,220	19,610
Total			111,000	55,500	117,660	58,830

50% Global Leadership Scholarship Available. Scholarships are awarded at the discretion of the University, and its decisions are final.

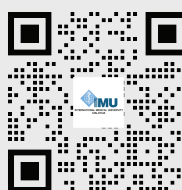
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The IMU has been certified with ISO21001:2018 and ISO 45001:2018 for the provision of Pre-University, Undergraduate and Postgraduate Programmes for the Medical and Healthcare Professions.



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