

Arts, Social Sciences and Humanities

Undergraduate Studies

Kampar Campus

Advertising

Teaching English as a Second Language (TESL)

English Language

Guidance and Counselling

Journalism

Psychology

Public Relations

Chinese Studies

Sungai Long Campus

Broadcasting

Digital Animation

Game Design

Game Development

Graphic Design and Multimedia

Media and Creative Studies

Corporate Communication

Early Childhood Education

Journalism in Chinese Media

Applied Chinese Language



Bachelor of Communication (Honours)

Advertising

(R3/0415/6/0001)(06/29)(A10234)

The Bachelor of Communication (Honours) in Advertising is designed to cultivate industry-ready professionals with contemporary expertise in advertising and integrated communications. The programme combines strong fundamentals in design and multimedia communication with strategic planning, brand management and public relations exposure. Students gain practical industry experience through structured industrial training and culminate their studies with a real-world advertising campaign in a Capstone project, preparing them to contribute effectively to the advertising landscape at both local and global levels.

Career Prospects: Account Manager, Copywriter/Copy Editor, Creative Strategy Planner/Media Director, Graphic Designer, Social Media Influencer, Content Creator, Campaign/Sales/Promotion Manager, Brand Manager, Media Planner/Buyer



Scan for
Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
RM 53,300 (Local)
RM 75,250* (International)

Bachelor of Education in

Teaching English as a Second Language (TESL) with Honours

(R3/0114/6/0021)(07/30)(A11023)

The Bachelor of Education in Teaching English as a Second Language (TESL) with Honours programme is designed to develop proficient English language professionals equipped with strong communicative competence and pedagogical expertise. The curriculum integrates language mastery with contemporary teaching methodologies, digital tools and applied approaches in English as a Second Language (ESL). Graduates are prepared to become effective, professionally trained educators capable of contributing to the education sector in both local and international contexts.

Career Prospects: English Teachers in Schools, Tutors/Lecturers, Authors, Translators, Researchers, Curriculum Instructional Designers, English Language Trainers



Scan for
Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
RM 50,450 (Local)
RM 71,800* (International)

Bachelor of Arts (Honours)

English Language

(R3/0231/6/0008)(11/29)(A5857)

The Bachelor of Arts (Honours) English Language programme is designed to develop high-level language proficiency and advanced communicative competence for professional and global engagement. The curriculum emphasises applied linguistics, contemporary 21st-century pedagogies and collaborative, project-based assessments to strengthen analytical, presentation and interpersonal capabilities. Graduates are well-positioned to participate confidently in academic, corporate and international platforms, enhancing their employability across diverse industries.

Career Prospects: Copywriter, Editor, Translator, Journalist, Teacher, Proofreader



Scan for
Programme Details

Duration of study: 3 years
Campus: Kampar
Total Fees:
RM 51,050 (Local)
RM 72,550* (International)



Bachelor of Social Science (Honours)

Guidance and Counselling

(R/0923/6/0002)(01/32)(MQA/FA9151)

The Bachelor of Social Science (Honours) Guidance and Counselling programme is structured to develop competent and ethical counselling professionals who are equipped to support individuals across educational, career and psychological domains. The curriculum provides comprehensive training in managing developmental, behavioural and socio-emotional challenges, aligned with and exceeding the standards set by the Malaysian Board of Counsellors. Through intensive practical and theoretical preparation, graduates are positioned to promote psychological well-being and facilitate holistic personal development across diverse community settings.

Career Prospects: Registered Counsellor, School/Career Counsellor, Educator, Social Welfare Officer, Case Manager, Human Resource Wellness Specialist



Scan for
Programme Details

Duration of study: 4 years

Campus: Kampar

Total Fees:

RM 52,200 (Local)

RM 73,350* (International)

Professional Recognition:

Lembaga Kaunselor Malaysia

Bachelor of Communication (Honours)

Journalism

(R4/0321/6/0015)(03/32)(A7907)

The journalism industry is ever-evolving and redefining the way users receive news as well as stories. Bachelor of Communication (Honours) Journalism programme adapts to these changes so that students can specialise in the area you're most interested in. Students pursuing a Bachelor of Communication (Honours) Journalism degree at UTAR are encouraged to explore their creative side, combining traditional and non-traditional methods with emerging new media trends. The curriculum has been updated to include the Fourth Industrial Revolution and a greater emphasis on Multimedia Journalism.

Career Prospects: Newspaper Journalist, Broadcast Journalist, Publishing Copy-editor/Proofreader, Web Content/Social Media Manager, Political Secretary, Public Service Officer, Policy Analyst



Scan for
Programme Details

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 52,850 (Local)

RM 74,750* (International)

Bachelor of Social Science (Honours)

Psychology

(R3/0313/6/0013)(06/29)(A10064)

Bachelor of Social Science (Honours) Psychology aims to develop in-depth knowledge of and appreciation for the concepts and theories of psychology. It provides students with knowledge of psychology and understanding of the various applications of that knowledge. Emphasis is placed on the relevance of the courses to meet the changing needs of the current socio-economic environment. To gain practical experience, students will be placed in a supervised industrial training programme.

Career Prospects: Human Resource Executive, Trainer, Research Assistant/Market Researcher, Educator, Psychometric Consultant, Sales and Marketing Executive, Psychology-related roles in psychology centres, hospitals, NGOs and schools



Scan for
Programme Details

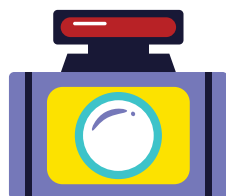
Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 54,150 (Local)

RM 76,300* (International)



Bachelor of Communication (Honours)

Public Relations

(R3/342/6/0191)(03/27)(A7908)

The programme addresses the needs of the communication industry for public relations professionals who have technical competence as well as an appreciation of the role of Public Relations within a global environment. Students will develop their knowledge, intellectual, practical and communication skills in a range of contexts, and enhance their creative abilities, analytical skills and management capabilities. Bachelor of Communication (Honours) Public Relations emphasises in-depth understanding of communication and media industry. In terms of application, students will produce media kits, news releases, social media content and audio-visual presentations. They will also learn to organise campaigns, press conferences, events and exhibitions.

Career Prospects: Public Relations Executive / Specialist, Public Affairs Executive, Publicist, Brand Consultant, Social Media Specialist / Manager / Analyst, Content Manager / Strategist, Event Planner



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 52,850 (Local)

RM 74,750* (International)

Bachelor of Communication (Honours)

Broadcasting

(R3/0323/6/0017)(05/29)(A9826)

UTAR's Bachelor of Communication (Honours) Broadcasting equips students with strong theoretical knowledge and practical skills in mass communication, with a special focus on broadcasting in Malaysia and internationally. Students gain hands-on experience producing radio and television content, including radio dramas, short films, documentaries, commercials, and live multi-camera productions. The programme also emphasises multimedia platforms and provides a foundation in Advertising, preparing graduates to meet current and future industry demands. A 3-4 month industrial training ensures students graduate with real-world experience and are career-ready.

Career Prospects: Audio Engineer, Broadcast Technician, Copywriter, Programme Director, Producer, Scriptwriter, Social Media Content Producer, Studio Manager, Video Editor



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 53,550 (Local)

RM 75,550* (International)

Bachelor of Arts (Honours)

Digital Animation

(R3/0211/6/0130)(10/31)(MQA/FA0792)

The Digital Animation degree programme is designed around the real-world animation production pipeline, combining strong theoretical foundations with hands-on creative practice. Students develop engaging storylines, compelling content, and memorable character designs through research-driven concept development and creative thinking projects. Through intensive technical training, students gain expertise in 3D production, time-based media, video and audio production, video compositing, and film studies. The programme also emphasises research skills, problem-solving, professional presentation, and knowledge of copyright, intellectual property, and industry best practices—preparing graduates to succeed in the dynamic fields of Animation, Film, and Post-production.

Career Prospects: 2D/3D/Stop Motion Animator, Art Director, CG Compositor/Supervisor, Character Designer, Concept Artist, Digital Background/Set/Prop Designer, Editor, FX Supervisor, Layout/Storyboard Artist, Model Maker/Supervisor, Scriptwriter



**Scan for
Programme Details**

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 53,650 (Local)

RM 75,750* (International)

Bachelor of Arts (Honours)

Game Design

(R3/0211/6/0092)(06/30)(A10915)

This programme provides a multidisciplinary approach to Game Art and Design, combining creative concepts with practical and technical expertise. Students learn to develop and manage game projects from initial idea through to final production, while gaining insight into the history and evolution of the global gaming industry. The curriculum also includes Digital Entrepreneurship to equip students with essential business and marketing skills. Through collaborative, team-based learning, students build strong communication, interpersonal, and professional skills in order to be well-equipped to meet industry demands.

Career Prospects: Game 2D/3D Artist, Game Animator, Game Art/Creative Director, Game Cinematographer, Game Content Designer, Game Content Director, Game Level Designer, Game Music and Sound Director, Game Producer, Game Programmer



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 54,100 (Local)

RM 76,350* (International)

Bachelor of Science (Honours)

Game Development

(R2/0211/6/0132)(06/27)(MQA/FA1484)

The Game Programming and Technology path prepares students to create digital games across PC, mobile, and console platforms. This interdisciplinary programme combines technical skills in programming, software development, and game graphics with foundational knowledge in art, design, and mathematics, alongside entrepreneurship and management. Graduates are equipped to excel as game developers, designers, programmers, and technologists, with expertise in online networking, virtual and augmented reality, and the full spectrum of game creation.

Career Prospects: Artificial Intelligence Programmer, Game Content Programmer, Game Engine Programmer, Game Mechanics Programmer, Game Technical Director, Games Tools Programmer, Game Physics Programmer, Game Sound and Audio Programmer, User Interface Programmer



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 53,200 (Local)

RM 75,250* (International)

Bachelor of Arts (Honours)

Graphic Design and Multimedia

(R4/0211/6/0118)(07/31)(A7217)

Bachelor of Arts (Honours) Graphic Design and Multimedia equips students with the fundamental principles of art and design, combined with strong technical skills in both traditional and digital platforms. The multimedia perspective offered in the programme trains students to learn to create impactful visual solutions across print, web, video, and audio media. Graduates develop the creative and strategic expertise needed to build compelling brand identities, design effective advertising campaigns, and pursue versatile careers in visual design, marketing, publishing, public relations, and beyond.

Career Prospects: Art Director, Design Executive, Desktop Publishing Specialist, Events Designer, Graphic Designer, Illustrator, Multimedia Designer, Packaging Design Specialist, Production Manager, Web Designer



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 54,050 (Local)

RM 76,250* (International)



Bachelor of

Media and Creative Studies (Honours)

(R3/0323/6/0027)(09/29)(A10235)

This unique programme combines Creative Studies and Media, equipping students with versatile creative and technical skills to produce and manage content across multiple media platforms. Students gain a broad foundation in media studies, covering Advertising, Broadcasting, Design, Journalism, and Digital Media, while developing strong critical and practical competencies. Graduates are prepared to create strategic media plans, uphold professional ethics and best practices as well as in applying entrepreneurial skills to enhance their marketability. With a balance of theory, technical training, and real-world industrial placement, this programme develops adaptable, industry-ready media professionals.

Career Prospects: Advertising Executive, Broadcast Journalist, Copywriter, Media Planner, Print Journalist, Producer, Scriptwriter, Social Media Content Producer, Web Journalist



Scan for
Programme Details

Duration of study: 3 years
Campus: Sungai Long
Total Fees:
RM 53,350 (Local)
RM 75,350* (International)

Bachelor of

Corporate Communication (Honours)

(R3/0323/6/0031)(08/29)(A10236)

The Bachelor of Corporate Communication (Honours) under Social Science equips graduates to manage corporate narratives across traditional and digital platforms. The curriculum covers communication management, media relations, reputation, stakeholder engagement, and event strategy. With a focus on AI-driven strategies, digital analytics, and emerging media, graduates are prepared for roles in social media, influencer relations, CSR, public affairs, and digital content strategy, ready to lead in the evolving corporate and media landscape.

Career Prospects: Corporate Communications Director/Manager, Influencer Relations Manager, Government Relations Manager, Media Analyst, Social Media Content Manager, Digital Content Strategist/Creator, Event Planner/Manager, Media Liaison, Public Affairs Specialist



Scan for
Programme Details

Duration of study: 3 years
Campus: Sungai Long
Total Fees:
RM 53,250 (Local)
RM 75,250* (International)

Bachelor of

Early Childhood Education (Honours)

(R3/0112/6/0022)(04/31)(MQA/FA0300)

Preschoolers' life and development are the focus of early childhood, which has a direct impact on how they grow up, develop, and become as adults. The relationships that preschoolers' parents have with them and their early experiences of growing up have a significant impact on their emotional, physical, cognitive, and social development. Preschoolers' future success depends on having positive experiences in their daily lives. Bachelor of Early Childhood Education (Honours) aims to produce early childhood educators who are well-versed in the necessary information and abilities and have the capacity to contribute to the expansion of early childhood education. Students will gain a thorough understanding and appreciation of the principles, philosophies, and practices of early childhood education as well as the ideals of professionalism, ethical conduct and best practices.

Career Prospects: Early Childhood Educator, Early Childhood Entrepreneur/Manager, Early Childhood Parenting Supervisor, Early Childhood Trainer/Lecturer, Family Childcare House Provider, Early Years Caregiver



Scan for
Programme Details

Duration of study: 3 years
Campus: Sungai Long
Total Fees:
RM 52,150 (Local)
RM 74,050* (International)

Bachelor of Arts (Honours)

Applied Chinese Language

(N/0232/6/0006)(07/30)(MQA/PSA18410)

The Bachelor of Arts (Honours) in Applied Chinese Language is the first of its kind in Malaysia, designed to equip students with a strong foundation in Chinese Studies and the ability to apply this knowledge in education, digital technology, media, culture, and communication. The programme focuses on practical and versatile skills, covering language and culture (including pronunciation training), teaching, and media communication. Graduates will be prepared for careers in education, publishing, translation, digital industries, cultural and political communication and media. They may also pursue postgraduate research to further develop their academic expertise.

Career Prospects: Advertising / Copywriting Planner, Chinese Language Educator (Domestic & International), Master of Ceremonies (MC), Digital Marketing Specialist, Editorial & Publishing Personnel, Translator, Administrative Officer in Political / Economic / Business / Cultural / Communication Institutions, Cultural & Creative Industry Practitioner, Journalist, Independent Media Practitioner / Content Creator, Researcher



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 53,650 (Local)

RM 75,800* (International)

Medium of Instruction:

Mandarin

Bachelor of Arts (Honours)

Journalism in Chinese Media

(R3/0321/6/0011)(12/30)(MQA/FA0024)

The Bachelor of Arts (Honours) Journalism in Chinese Media is a versatile programme that extends beyond focusing on “writing and reporting news.” The programme aims to cultivate multifaceted content professionals with expertise in media and information literacy across various media platforms. In addition to mastering proficiency in journalistic practices and media communications, graduates will gain in-depth insights into the Chinese media industry, both domestically and internationally. They will also develop skills in cross-media content creation and social media marketing, potentially evolving into independent media entrepreneurs.

Career Prospects: Content Creator & Editor, Multimedia Journalist, Broadcast Producer, News Presenter & Radio DJ, Live Streamer / YouTuber, Media Analyst, Marketing / Marketing Communications Specialist, Researcher / Educator



Scan for
Programme Details

Duration of study: 3 years

Campus: Sungai Long

Total Fees:

RM 53,200 (Local)

RM 75,150* (International)

Medium of Instruction:

Mandarin & English

Bachelor of Arts (Honours)

Chinese Studies

(R3/312/6/0011)(03/27)(A7909)

UTAR's Bachelor of Arts (Honours) Chinese Studies programme produces graduates with an in-depth understanding of Chinese history, literature, language and culture. Besides theoretical knowledge, students would also acquire a strong foundation in practical skills in speech, writing, research, analysis and critique. The programme includes courses related to Malaysian studies and mass communication, keeping students abreast of the needs and development of the country. This programme is recognised by Malaysian Qualification Agency (MQA) and Jabatan Perkhidmatan Awam (JPA).

Career Prospects: Educator, Writer, News Reporter, Editor, Translator, Researcher, Interpreter, Administrator (Public and Private Sectors)



Scan for
Programme Details

Duration of study: 3 years

Campus: Kampar

Total Fees:

RM 51,500 (Local)

RM 73,150* (International)

Medium of Instruction:

Mandarin



Scan here for more programme details!

For more information, please contact

Division of Programme Promotion
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All information is correct at the time of printing and is subject to change without prior notice. August 2026.

