

More career options

TODAY, one of the most popular courses available is Mass Communication.

At IACT College, Mass

Communication is taught differently. Lecturers at IACT College, who are mostly industry professionals and practitioners, give students a wide exposure to the world of communication for the first few semesters by involving the students with real corporate clients.

There are many job possibilities for the mass communication graduate. Gone are the days where a marketing position must be backed with a paper qualification in marketing. Today, mass communication graduates secure jobs related to marketing-communications, broadcasting, advertising and the media industry.

The IACT Mass Communication programme has been designed to expose school leavers to a variety of related subjects and to guide them on a steady path of specialisation within mass communication studies.

Founded, endorsed and taught by the Association of Accredited Advertising Agents Malaysia (4As) and the Malaysian Advertisers Association (MAA), IACT is also accredited by the International Advertising Association

(IAA), New York, the worldwide organisation that represents the common interest of advertisers, agencies and the media.

Apart from its two-and-a-half year Diploma in Mass Communication, IACT also offers the following programmes: Diploma in Advertising/Marketing Communications, Diploma in Graphic Design, Diploma in Creative Multimedia, Diploma in Broadcasting and the one-year Certificate in Communication Studies.

• For details, call 03-7926 0211 or e-mail enquiries@iact.edu.my or visit the website at www.iact.edu.my. IACT College's Campus Day will be held on March 27 and 28, from 10am to 4pm. Admission is free. IACT College is located at 2-G, Block K, Jaya One, Jalan Universiti, Petaling Jaya.

IACT students visit a local broadcasting studio periodically to learn from the experts.

