

音乐是比一切智慧、  
一切哲学更高的启示。  
*Music is a higher revelation than all wisdom and philosophy.*



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## 传播媒体 传播与音乐科技

COMMUNICATION MEDIA  
Communication - Music Technology (DCOMU)

- » 80% 实践训练  
80% Practical Skills
- » 20% 理论  
20% Theory
- » 2年课程  
2 Years Learning
- » 16岁以上即可报读, 无需入学资格  
Entry Requirement: 16 Years Old & Above
- » 教学媒介语以中文为主, 英文为辅  
Medium of Instruction: Chinese & Simple English





# 2 年课程

## Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：  
**This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :**

- 充实学生在传播与音乐领域的技能与知识，以提高他们在相关行业的就业竞争力。  
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the communication and music industry.
- 为学生提供新媒体传播与音乐行业的就业机会。  
To provide students for a career in the new media communication and music industry.
- 满足有意提高知识与技能的相关行业从业人员的需求。  
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为期两年的传播（音乐科技）课程聚焦全球传播和音乐领域的发展，特别是传播的环境及音乐产业管理方面的实务知识，同时为学生提供有关传播与音乐各领域的便捷且具发展前景的就业途径。此外，也让学生有机会掌握与实际工作相关的知识与技能。本课程涵盖传播、新媒体、公关操作规程、活动管理、音乐创作与音乐产业管理技能。学生也将学习市场营销、品牌建立、文案撰稿和客户服务知识，为毕业生铺平在相关领域就业及谋求发展的道路。

The two-year Vocational Course in communication which specialized in music technology provide students with hands-on knowledge of global communication, in particular the environment of communication and music industry management. It will give students the opportunity to apply knowledge gained about the industry to real situations in the workplace. Students will also gain knowledge of digital marketing, branding, copywriting, and customer service during the course. This course provides students with accessibility and a developmental pathway to be employed for the full range of activities related to communication, new media, public relations, event management, music composing, and music industry management.

### 学生将学习 / Students will learn and be able to:

- » 安排与处理传播或媒体有关事务  
Arrange and handle communication or media related affairs
- » 处理公司公关事务  
Handling company public relations affairs
- » 处理广告文案提高销售  
Processing copywriting to increase sales
- » 安排公司活动事务  
Arrange company events and activities
- » 创作词曲与音乐  
Composing lyrics and music
- » 如何管理音乐产业  
How to manage the music industry

## 课程内容 / Course Outline

### YEAR 1 第一学年

#### 第一学期 / Semester 1

- 传播概论  
Introduction to Communication
- 公关原理  
Principles of Public Relations
- 公关数据处理  
Public Relations Data Processing
- 数码摄影技巧  
Digital Photography Techniques
- 职场英语 (1)  
Workplace English Communication (1)

#### 第二学期 / Semester 2

- 文案撰稿  
Copywriting
- 个人专业发展  
Professional Personality Development
- 市场营销原理  
Principles of Marketing
- 媒体关系行政  
Media Relations Administration
- 企业传播  
Corporate Communication
- 数码广告  
Digital Advertising

#### 第三学期 / Semester 3

- 新媒体原理  
Principles of New Media
- 活动管理  
Event Management
- 档案与记录管理  
Achieves and Records Management
- 职场英语 (2)  
Workplace English Communication 2

### YEAR 2 第二学年

#### 第四学期 / Semester 4

- 音乐理论  
Music Theory
- 作曲  
Music Composing
- 混音和母带制作  
Audio Mixing & Mastering
- 流行音乐  
Pop Music

#### 第五学期 / Semester 5

- 音乐产业的法律与伦理  
Law and Ethics in Music Industry
- 音乐制作与出版  
Music Publishing
- 音乐会和巡回演出  
Concert & Touring
- 期末作业  
Major Project

#### 第六学期 / Semester 6

- 实习  
Practical Training

\* Please note that the modules listed are indicative and may be subject to change.

### OFQUAL 认证

OFQUAL 为英国政府资历及考试规例局，受英国议会监察。

所有学习材料均由该领域的专业人士和专业学术作者设计和编写，以便每个互动模块都符合OFQUAL规定的特定学习标准，OFQUAL是英国高等教育学术标准的英国政府机构。这些标准确保学生获得高质量的教育以及大学的认证和雇主认可。

### OFQUAL Recognition

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England.

All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



## 评估标准 / ASSESSMENT

100%作业及实践练习，本课程提供传播与音乐科技的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Music Technology with specialization in Communication Media, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



## 考取资格 / QUALIFICATIONS

### 英国专业文凭

Diploma from UK Institutions or Qualification Regulated by OFQUAL

### 台湾文凭 (由台湾各大学颁发)

Diploma Qualification from Taiwan University

### 第五级专业文凭 (资格获得OFQUAL英国政府学历及考试评审局承认) [选择性]

Level 5 Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation) [Optional]



## 就业前景 / CAREER PATHWAYS

媒体策划员、活动策划员、数码营销专员、文案撰稿人、品牌和企业传播专员、人力资源专员、网络和社交媒体专员、关键意见领袖、客户关系专员、公共关系专员、编辑和作家、博客作者、视频博主、音乐制作人、词曲创作人、经纪人、音乐会或演唱会策划员等等。

Media Planner, Event Planner, Digital Marketing Executive, Copywriter, Brand & Corporate Communication Strategist, Human Resource Executive, Web & Social Media Executive, Key Opinion Leader, Customer Relations Executive, Public Relations Executive, Editors & Writers, Bloggers & Vloggers, Music Producer, Songwriter, Artist Agent, Concert Planner, etc.