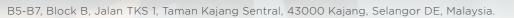
透过经营自己的自媒体平台与业者交流, 学生能从中获得更真实的学习和工作经验。

Through their own self-media platforms and communicating with industry players, students are able to gain more authentic learning and work experience.





6	019-814 7796 019-584 3199 (Department of enterprise development and professional trail
	011-5768 2875 016-839 3385 (DEPARTMENT OF INNOVATION AND TECHNOLOGY)
	016-429 7793 010-838 7925 (DEPARTMENT OF CREATIVE MEDIA AND BEAUTY STUDIES)
	019-757 1709 016-631 0321 (DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)
	016-751 5678 011-1086 0230 (DEPARTMENT OF INDUSTRIAL ENGINEERING)
	018-311 8000 (DEPARTMENT OF AUTOMOTIVE TECHNOLOGY AND TRANSPORTATION ENGINEERING)
	03-8737 8770 03-8210 3709 (General Line)

enrolment@neivce.edu.my





自媒体自媒体营销

Self-Media Digital Marketing (DISM)

80%实践训练

认证与注册鉴定单位 Accredited and Registered by

SkilsMalaysia Worldskills

_ 20%理论

16岁以上即可报读,无需入学资格

▲ 教学媒介语以中文为主,英文为辅 Medium of Instruction: Chinese & Simple English











CREAT.





15个月课程 Months 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 :

- 充实学生在自媒体的技能与知识,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 self-media industry.
- · 为学生提供自媒体行业的就业机会。 To provide students for a career in the self-media 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.

为培育学生全方位的核心能力,本课程经验丰富的导师团将提供学生每周一对一的客制化教学,根据每位学生的强项与目标给予额外 专业的培训。另外,透过经营自己的自媒体平台、参与商业拍摄和与业者交流,学生也能从中获得更真实的学习和工作经验。 In order to cultivate students' all-round core competencies, the experienced tutors of this course will provide students with one-on-one customized teaching every week and give additional professional training according to each student's strengths and goals. In addition, by running their own self-media platforms and participating in commercial shooting and communicating with industry players, students can also gain more authentic learning and work experience.

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

▲ 安排与处理直播有关事务。 Arrange and handle live broadcast affairs.

▲ 处理公司广告文案。 Processing copywriting for company advertisement.

▲ 制作宣传短片。 Produce short video for publicity.

- 安排公司活动事条。 Arrange company events and activities.
- ▲ 处理公司公关事务。 Handling company public relations affairs.



课程内容 | COURSE OUTLINE

认识新媒体 Understanding New Media • 脚本制作

- Script Writing • 视频编辑
- Digital Video Editing
- 录像与摄影 Videography and Photography
- 影片制作 Video Production
- ・公开演讲与表演艺术(1) Public Speaking and Performing Arts 1
- 品牌与营销 Branding and Marketing

・传播学研究法 Communication Research Methods

- •媒体法与道德 Media Law and Ethics
- 创意思维
- Creative Thinking 基本动画与特效
- Basic Animation and Effects
- ·公开演讲与表演艺术(2) Public Speaking and Performing Arts 2
- 新媒体趋势 New Media Trends
- 自媒体经营管理 Business Management in Self Media



OFQUAL认证 | OFQUAL RECOGNITION

OFQUAL为英国政府学历及考试评审局,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。

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.



ASSESSMENT 评估标准

100%作业及实践练习,本课程提供自媒体营销的理论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 Self-Media Digital Marketing, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



考取资格 英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK



就业前景 **CAREER PATHWAYS**

Youtuber, Short Video Bloggers, Editor, Photographer, Public Relations Executive, Sales Executive, Copywriters, Radio DJ, etc.

- 团队管理与沟通
- Team Management and Communication
- 平面设计 Graphic Design
- ・宣传文案 Promotional Writing
- 有效的数字广告和营销 Effective Digital Ads and Marketing
- 危机管理与公共关系 Crisis Management and Public Relations
- 专业媒体工作坊 Professional Media Workshop

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

Youtuber、短视频博主、剪辑师、摄影师、公关人员、销售人员、文案人员和电台DJ等等。