

MALAYSIAN MICRO-CREDENTIAL STATEMENT (MMS)

MALAYSIAN MICRO-CREDENTIAL STATEMENT¹¹	
Serial No:	MCFAC1034
Name:	
NRIC:	
Name of Course:	Micro Award in Public Relations
Programme (Course Origin) ¹	Diploma in Communication (MQA/FA4419)
Credit transfer / award	Diploma in Communication
Name and status of awarding institution	HELP University (a private university registered under ACT 555, Malaysia with powers to award Diplomas, Bachelors, Masters and Doctoral qualifications under the MQF)
Language	English
Delivery	Online learning & Face to face seminars
Mode of study	Conventional (Blended learning)
Level of the course ¹	Diploma
Credit hours/ equivalent ¹	4 credits
Student learning time	160 hours
Duration	14 weeks
Enrolment Requirements	n/a
Course Learning Outcomes	1. Explain the role and function of contemporary public relations in today's society in a global context (C2, PLO2).

	2. Reports the evolution of public relations throughout history, and the range of careers available in today's contemporary practice (A3, PLO5).
	3. Imitate the basic process of public relations – research, planning, communication, evaluation (P4, PLO1).
Assessment	Delivery Timeline
Grade System & Grading System	HD1 to PS2 with marks ranging from 100 to 0
Quality Assurance	Malaysian Qualifications Agency (MQA) and HELP University internal quality assurance processes and procedures
Date of official stamp/ seal of award	
Signature	Deputy Vice Chancellor (Academic)
Contact information for verification	registry@help.edu.my
<p>Note:</p> <ol style="list-style-type: none"> 1. Stand-alone micro-credentials may not have information for all these fields in the MMS. 2. HEP and other providers may provide the information in the MMS in two or more documents. 	

¹¹The sample is not intended to standardise the form or format of statement. HEPs should endeavour to include this and other information pertinent in the digital certification