



• Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

• The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

**Bachelor of Mass Communication (Honours) in Public Relations and Marketing**  
 Previously known as : **Bachelor of Mass Communication (Honours) (Public Relations and Marketing)**



**Reference Number** : MQA/FA0122  
**Certificate Number** : 23126  
**Name of Qualification** : Bachelor of Mass Communication (Honours) in Public Relations and Marketing  
 Previously known as : Bachelor of Mass Communication (Honours) (Public Relations and Marketing)  
**Date of Accreditation (dd/mm/yyyy)** : Starting 04/11/2013  
**Compliance Audit** :  
**Name of Institution** : Taylor's University  
**Address** : Taylor's Lakeside Campus  
 No.1, Jalan Taylor's  
 47500 Subang Jaya  
 Selangor  
**Telephone Number** : 03-5629 5000  
**Fax Number** : 03-5629 5001  
**E-mail** : [admissions@taylors.edu.my](mailto:admissions@taylors.edu.my)  
**Website** : [www.taylors.edu.my](http://www.taylors.edu.my)  
**Type** : Bachelors Degree  
**MQF Level** : 6  
**NEC Field (National Education Code)** : 342 (Marketing and Advertising)  
**Number of Credits** : 120  
**Mode of Study** : Full Time

Duration of Study (years)	Full Time	Weeks/Semester	Semesters	Duration
	Long	17	6	3 year/s
	Short	9	2	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
4/11/2013	14 + 12	6 + 1	-	3	123
23/12/2015	14 + 12	6 + 1	-	3	121
28/12/2017	17 + 9	6 + 2	-	3	120

**Remark(s)** : Name of Bachelor of Mass Communication (Honours) in Public Relations and Marketing is effective on 12 July 2021.

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