

Applications Open

MARKETING COMMUNICATION & PUBLIC RELATIONS IN SOUTH-EAST ASIA STUDY TOUR

21 June - 5 July 2024

Don't miss out on the 2024 edition of the Faculty of Arts and Design's Marketing Communication & Public Relations Study Tour in Southeast Asia! Imagine yourself in vibrant Kuala Lumpur and cosmopolitan Singapore, where you'll deep dive into the communications landscape of these dynamic countries.

Forget boring classrooms — your learning will come alive with interactive workshops, exclusive visits to top PR and advertising agencies, and hands-on sessions with industry leaders. Not only will you gain invaluable international experience, but you'll also form lasting relationships with professionals, academics and peers that could shape your future. Past programs have propelled students into international internships and employment opportunities. Elevate your credentials and gain a competitive edge in the global communications job market.

Join us in Malaysia and Singapore in Winter Term 2024 — your career in global communications starts here. [Apply now.](#)

LOCATION

- Malaysia
- Singapore

HOST INSTITUTIONS

- IACT College
- Universiti Teknologi MARA (UiTM)
- Temasek Polytechnic



WHAT TO EXPECT

While you will be exposed to the latest insights and strategies on multinational brands in media and public relations agencies, this Study Tour is not just about work. Unleash your inner explorer as you navigate through vibrant local markets, indulge in arts and crafts, and savour a culinary journey through both countries. Trust us, this is not your ordinary study tour; it's a two-week, life-changing experience.

ELIGIBILITY

The course is available to second or third-year Bachelor of Communication and Media students in Marketing Communication (ARB103.1) or Corporate and Public Communication (ARB101.1), or associated double degrees, as well as students pursuing a Breadth Major in Marketing Communication (BM0033.1) or Corporate and Public Communication (BM0031.1).

GPA Requirements

4.0

Credit Points Completed

24

FUNDING

OS-HELP

Eligible Australian citizens and certain visa holders residing in Australia may access OS-HELP. In 2024, the maximum you can borrow for a six-month study period in Asia is \$9,504. Visit studyassist.gov.au for more information.

NCP Funding

This program has been awarded multiple grants worth \$3,500 from the New Colombo Plan (NCP). Eligible students may benefit from these grants.

APPLY BY 23 FEBRUARY 2024

[Apply here.](#)



PROGRAM INFORMATION

Date

21 June to 05 July 2024

Inclusions

Accommodation, local transportation, some meals and visits & excursions.

Exclusions

Flights, visa & passport costs, some meals, personal expenses & unit tuition fees.

Cost

\$6,960 *includes the cost of academic travel expenses.

Credit Points Available

3

Academic Leads

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CONTACT US

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