

**INTERVIEW FOR THE ADMISSION TO SARJANA MUDA KOMUNIKASI  
(PEMBANGUNAN KANDUNGAN) DENGAN KEPUJIAN INTAKE FOR SEMESTER 1,  
2025/2026**

**Instructions To Candidates**

1. **Interview** - Interviews for 2025 entry into this program will be conducted face-to-face (bersemuka) at the specified interview locations:
  - a. **Fakulti Bahasa dan Komunikasi, UPSI, Tanjung Malim, Perak**
  - b. **Raiya Hotel, Kota Kinabalu, Sabah**
  - c. **Raiya Hotel, Kuching, Sarawak**
  
2. The interview will be conducted in **both English and Malay languages**.
  
3. **Preparation for the interview** - all candidates are required to bring important documents with you for the interview:
  - a. An IC (identification card)
  - b. The interview slip
  - c. Original documents of **your SPM, STPM/Diploma certificates, transcript (if any), MUET certificate, and extra-curricular activities**.
  - d. Main criteria for shortlisting candidates for the AB15 program
    - i. Have a minimum CGPA of 2.00 (STPM / equivalent)
    - ii. Obtain minimum of C in English and pass Mathematic at SPM level
    - iii. Obtain at least Band 2 in MUET
  - e. A portfolio/ e-portfolio (if any)
  
4. Prior to the interview, candidates will be requested to compose a brief essay on a designated topic. It is essential that candidates write the essay in coherent and accurate English. In addition, candidates will receive a selection of five news articles to choose from and read. They will be expected to select one article to read thoroughly, and during the interview, they will be asked a series of questions pertaining to the chosen article.
  
5. **A Phone Call with candidates**  
Should we need further information about you, we will give you a phone call after the interview. Please make sure you are able to answer the call on weekdays (8.00 am – 5.00 pm).
  
6. **For further information please contact:**  
Tel: 05 – 4506036 / 4506158  
Hotline No: 017-4295776

Email: Dr. Farah Fazlinda Mohamad (Programme Coordinator)  
at [communication@fbk.upsi.edu.my](mailto:communication@fbk.upsi.edu.my)

(For email enquiries, please state the subject as **Sarjana Muda Komunikasi (Pembangunan Kandungan) Application Enquiry**)

## FREQUENTLY ASKED QUESTIONS (FAQ)

1. Q: I can't attend the interview due to a valid reason, can I still be accepted into the programme?  
A: **Please send us an email if you are unable to attend the interview due to unforeseen circumstances, and we will reschedule the interview. Unfortunately, attending an interview is compulsory for this programme.**
2. Q: Is there any specific attire to wear for the interview?  
A: **We encourage candidates to wear decent and smart casual attire for both males and females during the interview session.**
3. Q: Can I just submit a video recording instead of attending the interview?  
A: **Unfortunately, we are unable to consider a video recording submission to process your application for this year 2025 intake.**
4. Q: What can I do with a Bachelor's Degree in Communication (Content Creation)?  
A: **With a Bachelor's Degree in Communication (Content Creation), you can embark on a fulfilling career journey as a digital content developer, digital marketing specialist, content writer, copywriter, scriptwriter, social media manager, content strategist, video producer/editor, brand specialist, communication consultant, media relations specialist, web content manager, product spokesperson, college lecturer, entrepreneur and any other relevant career. While the employment path may not be guaranteed, the department is committed to empowering you with comprehensive knowledge and skills, ensuring you are well-equipped to seize opportunities and make a meaningful impact in these dynamic fields. Your degree will serve as a launching pad for your aspirations, allowing you to shape the future of communication with confidence and purpose.**
5. Q: I still have a few questions to ask about the interview, to whom can I refer the questions to?  
A: **Please email all inquiries to [communication@fbk.upsi.edu.my](mailto:communication@fbk.upsi.edu.my) and please state the subject as Sarjana Muda Komunikasi (Pembangunan Kandungan) Application Enquiry. Please also leave your full name and contact number when submitting your inquiries.**

**Thank You for Showing Your Interest in this Program.  
We wish you all the best for the interview**