



A SNEAK PEEK

CAREERS IN CREATIVE COMMUNICATION

- Advertising • Mass Communication • Marketing • Broadcasting •
- Communication Studies • Creative Multimedia • Graphic Design •
- Public Relations • Event Management • Media Studies •

THE FUTURE OF CREATIVITY

Creativity is vital in all aspects of a business. When it is applied to communications it becomes the backbone of a business' success. Crafting messages, developing visuals and determining the best channel of delivery is just the beginning. At its best, creativity can change mindsets, end wars, transform societies and inspire generations.

In this ever-changing global environment, an education in creativity is the best launchpad to a successful career. There are #NoLimits to what you can achieve; be it in Advertising, Broadcasting, Event Management, Film, Graphic Design, Journalism, Mass Communication, Marketing, Media, Public Relations, or Social Media Management. The possibilities are endless.

MARKETING & ADVERTISING



This is a multibillion-dollar industry which is the driving force behind most of the products we consume today. The marketing and advertising sector powers up the world's largest brands, creating awareness via visual stimulation and has become a vital component for all businesses to establish brand identity and cultivate brand loyalty.

Various Career Options:

- Advertising and Promotions Director
- Art Director
- Brand Consultant
- Broadcast Station Manager
- Client Manager
- Copywriter
- Creative Director
- Event Manager
- Marketing Specialist
- Market Researcher
- Production Manager
- Public Relations Manager
- Publicity Manager
- Sales Manager
- Strategic Planner

MASS COMMUNICATION



In a fast-moving consumer environment, mass communication is the key to relaying information through mass media to large segments of the population, all at the same time. This diverse and dynamic industry is ever-evolving as emerging trends and technology change how we are affected by messages transmitted through television, radio, the internet, music, print and even movies. Today, our global marketplace is deeply influenced by the power of mass communication.

Various Career Options:

- Broadcast Journalist
- Broadcast Station Manager
- Client Manager
- Corporate Communications Director
- Editor
- Event Manager
- Journalist
- Marketing Director
- Media Planner
- News Announcer
- Producer
- Public Relations Director
- Publicity Manager
- Radio DJ
- Sales Manager
- Social Media Consultant
- Talk Show Host

GRAPHIC DESIGN



We live in a world that is surrounded by powerful imageries. Graphic Design is a study on how images and texts combine to communicate an intended set of messages successfully. When a Graphic Designer creates a visually appealing piece of work, he or she has the power to captivate, change and inspire consumers.

Various Career Options:

- Account Director
- Art Director
- Creative Director
- Visual Communication Artist
- Desktop Artist
- Digital Illustrator
- Graphic Designer
- Production Manager
- Visualiser
- Web Designer

BROADCASTING



With the rise of YouTube sensations locally and all around the world, the field of Broadcasting is fast becoming a lucrative and exciting career choice for today's generation. An idea or story that is carefully crafted into a form of visual or audio simulation can drive the human spirit and affect change. This awareness has caused companies and brands to increase their content on radio, television and internet in order to effectively reach their consumers with accurate and compelling messages.

Various Career Options:

- Broadcast Director
- Broadcast Journalist
- Film Director
- Director of Photography
- Line Manager
- News Announcer
- Producer
- Production Manager
- Radio DJ
- Sound Recordist
- Sound Stage Manager
- Station Manager
- Talk Show Host

A FURTHER GUIDE TO CAREER OPTIONS IN THE **CREATIVE** COMMUNICATION INDUSTRY

Brand Management



- Brand Managers manage all aspects of a brand such as business pricing, sizing, sales and strategic planning.
- They develop strategies, formulate and execute tactics that drive and build the brand through new initiatives, marketing plans and advertising campaigns.
- A Brand Manager assumes the leadership role of a cross-functional team for a major brand or a group of smaller brands.

Career Pathways:

Brand/Marketing Executive → Brand/Marketing Manager → Brand/Marketing Director

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM 2,800 or more.

Interesting Fact:

A brand manager at a multi-national company earns approximately RM20,000 per month.

Account Management



- They maintain and build existing relationships with clients in order to gain customer loyalty and upsell their company products and services.
- Account Managers also procure new clients for the company.
- They manage and solve conflicts with clients.

Career Pathways:

Junior Account Executive → Account Executive → Account Manager → Group Head Account Manager → Account Director

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM 2,800 or more.

Interesting Fact:

Malaysia's top Group Account Director earns over RM25,000 per month with stakes in the company shareholding.

Strategic Planning & Management



- Responsible to formulate, implement and evaluate cross-functional decisions that enable an organisation to achieve its objectives.
- Identifies suitable strategies to achieve the goals and objectives of an organisation.
- Improves awareness of the external and internal environments and clearly identifies the competitive advantage.
- Improves coordination of the activities and advices on more efficient allocation of company's resources.

Career Pathways:

Strategic Planning Executive → Strategic Planning Manager → Strategic Planning Director

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM 3,000 or more.

Interesting Fact:

A Strategic Planning Director can earn as high as RM30,000 or more per month.

Public Relations



- Prepares, distributes and directs information for the media, coordinates the ideal location and logistical aspects of the press conferences, writes the speeches and briefs the executives on answering questions and establishes themselves as the liaison for any further information.
- Plans for the worst-case scenario by having generic news releases ready for emergency distribution and often specialises in a specific skill, such as crisis management for healthcare industry.
- Consults firms or large corporations by conducting research and compiling data, writing reports, news releases and promotional pieces and coordinating special events and opportunities for target groups.

Career Pathways:

Public Relation/Corporate Communication Executive → Public Relation/Corporate Communication Senior Executive → Corporate Communication/Public Relations Manager → Public Relations Director → Consultant

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM2,500 or more. On average, a Public Relation consultation session costs a minimum of RM5,000.

Interesting Fact:

A Public Relations consultant can earn monthly retainers of at least RM8,000 per client per month.

Social Media Consultancy



- Utilises Social Media to administrate content strategy, develop brand awareness and generate inbound traffic to cultivate leads and sales.
- Designs and implements the company's content strategy, creates relevant content, blogging, community participation and leadership.
- Conceptualises a plan to seed conversations online for the company to increase corporate brand equity.

Career Pathways:

Social Media Executive → Social Media Manager → Social Media Strategist → Social Media Consultant

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM2,500 or more.

Interesting Fact:

With the world moving into a digital and global market, most companies allocate a salary budget of RM30,000 – RM50,000 per month for the digital marketing department.

Event Management



- Researches markets to identify opportunities for events.
- Liaises and coordinates internal and external parties such as venue management, caterers, stage designers, contractors and equipment hire.
- Conceptualises themes, plans room layouts, entertainment programmes and schedules workshops and demonstrations.
- Consolidates and communicates on strict event timeline and schedule.

Career Pathways:

Event Executive → Senior Event Executive →
Event Coordinator → Event Managers → Event Director

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM1,800 or more.

Interesting Fact:

Experienced Event Directors are highly sought after and are paid above RM8,000 per event day.

TV/Radio Presenter



- A presenter is the public face or voice of a programme broadcast on television, radio or the internet.
- Responsibilities include research on topics and background information for items to be featured on the programme.
- Interviews guests in the studio, by telephone or on location.
- Ensures the programme runs according to schedule, responds positively and quickly to problems or changes and improvise where necessary.

Career Pathways:

Radio/TV Host/Presenter → Own TV Programme →
Own Talk Show Programme → Event MC/Acting Job →
New Anchor → Brand/Celebrity Endorser

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM3,000 or more depending on popularity and experience.

Interesting Fact:

Oprah Winfrey, the famous talk show host from the USA, has a net worth of USD 3.1 billion as reported by Forbes 2015. She earns a whopping USD 300 million per year hosting her highly rated *The Oprah Winfrey Show*.

Journalism



- Writes, edits, photographs or broadcasts news for news agencies on television, websites and various publications.
- Journalists interview their subjects from varied backgrounds.
- Reads press-releases, attends press conferences and strategises.
- Builds contacts and sources for use in future stories.

Career Pathways:

There is a wide base of careers in journalism from Print/Broadcast Journalist, Photojournalist, and Sports Journalist across a variety of media platforms.

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM2,300 or more based on experience.

Interesting Fact:

Steven Gan is the co-founder of Malaysia's first and only independent publication, malaysiakini.com, which has won numerous awards by the International Press Institute.

Film Director



- Film directors create an overall vision through which a film eventually materialises.
- Oversees the artistic and technical elements of film production, as well as directing the filming timetable and meeting deadlines.
- Leads a team of talented professionals to produce a film or television programme that captures the essence of what needs to be communicated.
- Oversees critical portions in the film production process such as developing a storyboard, hiring the cast and crew, supervising the set design and the film editing stages.

Career Pathways:

Actor / Screenwriter → Film Editor → Cinematographer → Film Director

Estimated Income:

Film Directors can earn between RM5,000 to RM10,000 per shooting day depending on their experience.

Interesting Fact:

Ho Yu Hang is a Malaysian Film Director who has won 10 awards and 10 nominations for his films internationally. His film, 'Rain Dogs' became the first Malaysian film to be nominated in the Venice International Film Festival in 2006. Yuhang was also a finalist for the mentorship of Hollywood director, Martin Scorsese, in an arts mentorship programme initiated by Rolex.

Script or Screenwriting



- Scriptwriters develop scripts for feature films, sitcoms, television dramas, radio plays, cartoons, and advertisements.
- Involves idea generation, research and planning.
- Main objective is to create characters, craft dialogues and write an engaging plot.

Career Pathways:

Writer/Author → Screenwriter → Editor → Film Director

Estimated Income:

A fresh graduate can earn approximately RM2,500 as a scriptwriter.

Interesting Fact:

Experienced scriptwriters can earn approximately RM3,000 for a 30-second radio commercial.

Broadcasting Station Management



- Station managers, also known as general managers or general operations managers, work as direct overseers at radio and television stations, which can include hiring, firing, purchasing, accounting and staff supervision.
- Evaluates projects and specific knowledge related to the content of programming.
- Works with attorneys, business managers, human resources managers, accountants and sales people.

Career Pathways:

Technical (behind the scene) jobs: Camera Operator, Sound man, Sound Engineer, etc. → Writer → Technical Broadcast Director → Broadcast Station Manager → Programme Director → Producer

Estimated Income:

Starting income for fresh graduates varies from RM1,800 to RM2,800 per month.

Interesting Fact:

An experienced Station Manager can earn as high as RM20,000 to RM30,000 or more.

Creative Director



- An in-house creative director works within an organization's marketing and creative department and is in charge of all creative marketing elements.
- A creative director in an agency is in charge of a large team of skilled and dedicated marketers.
- Expertise does not just lie in the creative process but also in pitching ideas and concepts to customers.

Interesting Fact:

The person who has dedicated her heart and life to the creative communication industry in Malaysia is none other than the late Yasmin Ahmad, whose works have won multiple awards both within Malaysia and internationally.

Copywriter



- In Advertising agencies, they work closely with the Account Management team to interpret their briefs.
- Develops creative campaigns and conceptualizes with the art director and the creative team.
- Works closely with Creative Directors to present ideas to clients.
- Works across different media platforms such as online, print and broadcast.

Career Pathways within the Creative Field:

Junior Copywriter → Copywriter → Senior Copywriter → Associate Creative Director → Creative Director

Art Director



- Art Directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop the artwork or layouts.
- In agencies they often work closely with copywriters to conceptualise and develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set.
- Communicates with clients to develop an artistic approach and style.

Career Pathways within the Creative Field:

Junior Graphic Designer → Graphic Designer → Senior Graphic Designer → Junior Art Director → Art Director Associate Creative Director → Creative Director

Graphic Designer



- Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. In most cases they may multi-task as a web designer.
- Develops the overall layout and production design for advertisements, brochures, magazines and corporate reports.
- Creates images that identify a product or convey a message.
- Combines art and technology to communicate ideas through images and the layout of websites and printed pages.
- Creates complex graphics, animation and live video content for a diverse array of media, including smartphones, handheld electronic devices, the web and television, amongst others.

Estimated Income:

A fresh graduate may earn a minimum monthly salary of RM2,500 onwards where as a senior creative director can earn from RM8,000 to more than RM20,000 per month.

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#NoLimits

CREATIVITY
BEGINS HERE

◀ #PROJECTIMPOSSIBLE

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