



**KOLEJ IACT SDN BHD**

(Formerly known as Institute Advertising Communication Training)

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## **Wider career options at your whim**

IACT College, the unrivalled connection to creative communication giants.

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Many job-seekers go through various channels – perhaps switch jobs timely – to get to where they want to be. But IACT College, the specialist college in creative communication, has a better solution: they connect you directly to the industry giants simply because the college is founded, endorsed and taught by industry professionals.

IACT College is also co-owned by the Association of Accredited Advertising Agents Malaysia (4As) and the Malaysian Advertisers Association (MAA). Its strong linkages with the industry means that its programmes carry the industry's expectations of its graduates: professionals with integrity, possessing critical thinking, taking wise actions and bringing positive contributions to the creative communication industry.

IACT College graduates have high success rates in landing on ideal jobs and most senior students already know where they will be heading or who their future employers will be even before they graduate. Their success stories with favourable employments can be attributed to their 2 to 3 month's compulsory internship with industry powerhouses that are linked to IACT College.

Many leaders in the communication industry hold IACT College graduates with high regard and they are always ready to offer them favourable positions. Their options include but are not limited to journalism, top advertising agencies, broadcast centres, event and public relations companies, media owners, publication and design houses, entertainment, film and the multimedia industry.



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At IACT College, students are given group projects that are industry-oriented, the core of a ground-breaking learning method known as Project-Based Learning (PBL). Each project concludes with a presentation that is evaluated by industry professionals.

“These projects are not make-believe ones; they come straight from our industry partners. This method is *only* made possible with the strong support from the industry, which IACT has from the start,” shared Michael Choong, Chief Operating Officer of IACT College.

IACT College is also the *only* college in Malaysia to be accredited by the International Advertising Association (IAA), New York, the worldwide organisation that represents the common interests of advertisers, agencies and the media. As the result of that, all IACT College students in any of its diploma programmes earn a second diploma in marketing communications from IAA.

IACT College offers Foundation in Media Studies, Certificate in Communication Studies, and the following Diploma programmes: Mass Communication, Advertising/Marketing Communications, Graphic Design, Creative Multimedia and Broadcasting. IACT College graduates may further their studies for one to two years overseas – with its affiliate universities in the UK, Australia, New Zealand and the US.



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IACT College students doing a product pitch presentation as part of their project-based learning. Groomed early for success, the industry-level experience that they garner is highly sought after by top employers.



IACT College students (*left*) presented their take on corruption issues in our country and suggested solutions to the lecturers. This prepares them for the real working world of PR, especially in the areas of corporate social responsibility.

**Founded, endorsed and taught by industry professionals**