



TAR UMT IN THE LIMELIGHT

The Key to a Successful Career



On top of keeping up with her studies, Loo picked up other relevant skills during her time as a TAR UMT student to further enhance her value as a PR practitioner in the future



The opportunities to learn outside a classroom as a student put Livan on the fast track to success in the PR industry.

THE public relations (PR) industry has established itself as one of the most versatile fields in today's workspace. As a result of the industry's demand for a highly skilled and adaptable workforce to tackle modern problems, Tunku Abdul Rahman University of Management and Technology (TAR UMT) will help give students an edge with the dynamic skillset of a well-trained PR professional – preparing them for their future careers.

Experiencing this firsthand is TAR UMT's Bachelor of Public Relations (Hons) student Loo Zhi Xuan, who approves of the industry-relevant syllabus delivered by knowledgeable academic staff, and the ample practical learning opportunities like internships, practical research projects and real-time industry collaborations.

"TAR UMT students not only receive a well-rounded education experience, but are also provided practical platforms to develop skills in real-world settings and make valuable connections with our peers," she says. "On top of that, TAR UMT's vibrant university life offers a variety of avenues to help us strengthen social skills, step out of our comfort zone and discover our true potential, through its variety of clubs, societies and events on campus."

Despite specialising in PR, Loo has no qualms about picking up other skills to add to her arsenal, which can help her stand out in the future. "PR is a dynamic interdisciplinary field because it involves a wide range of communication skills such as media relations, crisis management, corporate communications, social media management, public speaking and many others.

"In order to add value to my PR knowledge and skills, I learned other skills like photography and emceeing which are related to many aspects of PR related activities. "In addition, my involvement in extra co-curricular activities and events allows me to make full use of my PR and communication skills in a practical setting, which help to hone my skills and develop a deeper understanding of my role in PR even before I graduate. "This comprehensive understanding of my field of study will enable me to adapt to the

fast-changing communication landscape once I step into the working world," said Loo. Students will also benefit from TAR UMT's strong industry-academia partnerships, which allow them to experience what it is like working in the PR industry – in real time.

Echoing this value is Livan Bai, Priority Communications PR Sdn Bhd's group account director and a TAR UMT alumna who graduated in 2003 when the institution was known as TAR College. Emphasising the importance of flexibility and versatility in PR students when trying to stand out from the competition, she explained: "PR practitioners today need to be able to adapt to changes, new directions and new trends at a moment's notice.

"An adaptable mindset is crucial especially when we deal with clients on a day-to-day basis. "During my time as a student with the then TAR College, I benefitted from opportunities to learn outside the classroom via research projects, collaborating with leading PR organisations and internship placements, which gave me a glimpse of what it is like to work in the PR industry."

She added that collaborations like these, between industry players and academia, are vital for any institution in developing talents for workplaces of the future.

"Exposures and opportunities like this offer students real-life experiences and are very valuable for their future prospects. Based on my own experience and how TAR UMT has continued to champion industry-academia partnerships, I think it is on the right track to produce futureproof talents," she said.

To find out more about TAR UMT's public relations programmes offered in 2023 and the university's Open Day dates, visit www.tarc.edu.my. You can also contact the Faculty of Communication and Creative Industries at 011-1067 8256

