TIMETABLE FOR IMC MASTER PROGRAMME
SEM 1 2026/2027

COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	
YSP516 - SOCIAL MEDIA COMMUNICATION (E) LECTURER: ASSOC. PROF. DR. IZZAL ASNIRA ZOLKEPLI	FRIDAY 9.00 am - 1.00 pm	2-Oct		17 October 2026 combine online class 8.00 am - 12.00 pm		30-Oct		14 November 2026 combine online class 8.00 am - 12.00 pm			4-Dec		19 Dec 2026 combine online class 8.00 am - 12.00 pm		31 Dec Thursday (New Year) 9.00 am - 1.00 pm		
	SATURDAY 9.00 am - 1.00 pm	3-Oct				31-Oct					5-Dec				2-Jan		
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	
YSP518 -CONSUMER PSYCHOLOGY LECTURER : ASSOC. PROF DR. SHUHAIDA MD NOOR & DR. MAHEEN IQBAL AWAN	SUNDAY 9.00 am - 1.00 pm	28 Sep 26 Combine online class 6.00 pm - 10.00 pm	11-Oct		25-Oct		DEEPAVALI			23 Nov 2026 Combine online class 6.00 pm - 10.00 pm	6-Dec		20-Dec		3-Jan		
	MONDAY 9.00 am - 1.00 pm			12-Oct		26-Oct						7-Dec		21-Dec		4-Jan		
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	FACE TO FACE
YSP519 - RESEARCH METHODS IN INTEGRATED MARKETING COMMUNICATION LECTURER: DR. SHARIFAH NADIAH SYED MUKHIAR & DR. MAHEEN	SUNDAY 5.00 pm - 9.00 pm		11-Oct		25-Oct			11 Nov 2026 6.00 pm - 10.00 pm		29-Nov		13-Dec		27-Dec		10-Jan	
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	ONLINE
YSP521 - BRAND TOUCHPOINT MANAGEMENT LECTURER: DR. MAHADEVAN KRISHNAN	FRIDAY 9.00 am - 1.00 pm		9-Oct		23-Oct		6 Nov 2026 Class Online Combined 3.00 pm - 7.00 pm			27-Nov		11-Dec		26 Dec 26 Class Online Combined 9.00 am - 1.00 pm		8-Jan	
	SATURDAY 9.00 am - 1.00 pm		10-Oct		24-Oct					28-Nov		12-Dec				9-Jan	
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	
YSP523 - DIGITAL STRATEGIES IN IMC (E) LECTURER : ASSOC. PROF. DR. HASRINA MUSTAFA & DR. MUHAMMAD ASGHAR ALI	WEDNESDAY 9.00 am - 11.00 am	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov		25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	
	SATURDAY 4.00 pm - 6.00 pm	3-Oct	10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov		28-Nov	5-Dec	12-Dec	19-Dec	26-Dec	2-Jan	9-Jan	
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	
YSP525 - ARTIFICIAL INTELLIGENCE (E) (ALT) LECTURER : DR. KAMARUZZAMAN ABDUL MANAN & DR. MUHAMMAD ASGHAR ALI	SUNDAY 9.00 am - 1.00 pm	4-Oct		18-Oct		1-Nov		15 November 2026 combined online class		29-Nov		13-Dec		27-Dec			
COURSE/ LECTURER	DAY/ TIME	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7		WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	
YSP524 - IMC CAPSTONE PROFESSIONAL PROJECT LECTURER : ASSOC. PROF. DR. HASRINA MUSTAFA & ALL LEC	SUNDAY 5.00 pm - 7.00 pm	4-Oct		18-Oct		1-Nov		15-Nov			6-Dec		20-Dec		3-Jan	14 Jan 2027 15 Jan 2027 PITCH	

SEMESTER BREAK

AS AT 15 OCT 2026

TUTOR CLASS SEM 1 2026/2027																
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**	**WEEK 8**	**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP516 - SOCIAL MEDIA COMMUNICATION (E) TUTOR: MS. HAZWANI DAMANHURI (WEEKDAYS) TUTOR: MS. NAZIHAH RASTAM (WEEKENDS)	FRIDAY 2.30 pm - 4.30 pm (HAZWANI)			16-Oct		30-Oct		13-Nov			4-Dec		18-Dec			
	FRIDAY 4.30 pm - 6.30 pm (HAZWANI)			16-Oct		30-Oct		13-Nov			4-Dec		18-Dec			
	SATURDAY 12.00 pm - 2.00 pm (NAZIHAH)			17-Oct		31-Oct		14-Nov			5-Dec		19-Dec			
	SATURDAY 2.00 pm - 4.00 pm (NAZIHAH)			17-Oct		31-Oct		14-Nov			5-Dec		19-Dec			
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**		**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP518 - CONSUMER PSYCHOLOGY TUTOR : MR. JOVIAN LEE (WEEKDAYS) DR. STEVEN K C POH (WEEKDAYS) MR. PHIL TAN HOCK GUAN (WEEKENDS)	MONDAY 2.00 pm - 4.00 pm (JOVIAN)				19-Oct		2-Nov			23-Nov		14-Dec		28-Dec		
	MONDAY 4.00 pm - 6.00 pm (JOVIAN)				19-Oct		2-Nov			23-Nov		14-Dec		28-Dec		
	TUESDAY 2.00 pm - 4.00 pm (POH)			13-Oct			3-Nov			24-Nov		15-Dec		29-Dec		
	TUESDAY 4.00 pm - 6.00 pm (POH)			13-Oct			3-Nov			24-Nov		15-Dec		29-Dec		
	SATURDAY 1.00 pm - 3.00 pm (PHIL)				24-Oct		7-Nov			28-Nov		19-Dec		2-Jan		
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**		**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP519 - RESEARCH METHODS IN INTEGRATED MARKETING COMMUNICATION TUTOR: DR. DINI FARAHIYAH (WEEKEND) TUTOR: BARRY CHEN GUAN (WEEKDAYS) TUTOR: HAZWANI	SUNDAY (DINI)			18 Oct 2026 5.00 pm - 7.00 pm (All Tutor)	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation		Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation
	TUESDAY (BARRY) 9.00 am - 11.00 am				Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation		Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation
	TUESDAY (BARRY) 11.00 am - 1.00 pm				Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation		Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation
	THURSDAY (HAZWANI) 9.00 am - 11.00 am				Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation		Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation
	THURSDAY (HAZWANI) 11.00 am - 1.00 pm				Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation		Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation	Individual Consultation
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**		**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP521 - BRAND TOUCHPOINT MANAGEMENT TUTOR: MS. AINUL (WEEKDAYS) TUTOR: MS. ASHINI (WEEKEND)	FRIDAY (AINUL) 2.30 pm - 4.30 pm				23-Oct		6-Nov			26-Nov		11-Dec		24-Dec		
	FRIDAY (AINUL) 4.30 pm - 6.30 pm				23-Oct		6-Nov			26-Nov		11-Dec		24-Dec		
	FRIDAY (AINUL) 6.30 pm - 8.30 pm				23-Oct		6-Nov			26-Nov		11-Dec		24-Dec		
	SATURDAY (ASHNI) 6.00 pm - 8.00 pm				24-Oct		7-Nov			28-Nov		12-Dec		26-Dec		
	SUNDAY (ASHNI) 1.00 pm - 3.00 pm				25-Oct		7/11/2026 replaced			29-Nov		13-Dec		27-Dec		
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**		**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP523 - DIGITAL STRATEGIES IN IMC (E) TUTOR : ZACH CHUN HOONG CHONG	WEDNESDAY 12.00 pm - 2.00 PM					28-Oct		11-Nov		25-Nov		9-Dec		12/23/2026 Individual Consultation		
	WEDNESDAY 2.00 pm - 4.00 pm					28-Oct		11-Nov		25-Nov		9-Dec		12/23/2026 Individual Consultation		
	WEDNESDAY 4.00 pm - 6.00 pm					28-Oct		11-Nov		25-Nov		9-Dec		12/23/2026 Individual Consultation		
	WEDNESDAY 6.00 pm - 8.00 pm					28-Oct		11-Nov		25-Nov		9-Dec		12/23/2026 Individual Consultation		
	SATURDAY 6.00 pm - 8.00 pm					31-Oct		14-Nov		28-Nov		12-Dec		12/26/2026 Individual Consultation		
COURSE	**TIME**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**		**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**	**WEEK 13**	**WEEK 14**	**WEEK 15**
YSP525 - ARTIFICIAL INTELLIGENCE IN IMC (E) TUTOR: MR. FIRDAUS ABU BAKAR	SUNDAY 1.00 pm - 3.00 pm			18-Oct		1-Nov				29-Nov		13-Dec		27-Dec		
	SUNDAY 3.00 pm - 5.00 pm			18-Oct		1-Nov				29-Nov		13-Dec		27-Dec		

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