

WEEKDAYS

REVISED ON 15 APRIL 2024

MASTER OF COMMUNICATION (INTERGRATED MARKETING COMMUNICATION) (FULL-TIME STUDENTS)



Class Schedule (Semester II, 2023/2024), Tutorial will start from Week 3. Attendance to class and tutorial is compulsory

Subject		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	WEEK 16
Lecturer	Day / Time	25 Mac - 31 Mac	1 Apr - 7 Apr	8 Apr - 14 Apr	15 Apr - 21 Apr	22 Apr - 28 Apr	29 April - 5 May	6 May - 12 May	13 May - 19 May	20 May - 26 May	27 May - 2 June	3 June - 9 June	10 June - 16 June	17 June - 23 June	24 June - 30 June	1 July - 7 July	8 July - 14 July
ASSOC. PROF. DR IZZAL ASNIRA ZOLKEPLI (IAZ) YSP514/4 - ADVANCES IN ADVERTISING (ELECTIVE) Class FRIDAY : 9.00 am - 1.00 pm	Tutorial (choose only 1 slot)		5-April FTF		19-April ONL		3-May FTF			24-May FTF		7-Jun ONL		21-Jun ONL		5-July FTF	
	MONDAY : 8.00 pm - 10.00 pm			15 - Apr FTF		22-April ONL		6 - May FTF			27-May FTF		10-Jun ONL		24-June ONL		
	TUESDAY : 8.00 pm - 10.00 pm			16 - Apr FTF		23-April ONL		7 - May FTF			28-May FTF		11-Jun ONL		25-June ONL		
	WEDNESDAY : 8.00 pm - 10.00 pm			17 - Apr FTF		24-April ONL		8 - May FTF			29-May FTF		12-Jun ONL		26-June ONL		
DR KAMARUZZAMAN ABDUL MANAN (KZ) YSP515/4 - STRATEGIC BRANDING AND MARKETING Class MONDAY : 9.00 am - 1.00 pm	Tutorial (choose only 1 slot)	25-Mac ONL TAD		8-April ONL TAD		22-April FTF TAD		6-May FTF D.K			27-May ONL D.K		10-Jun FTF D.K		24 Jun FTF D.K/TAD		
	MONDAY: 1.00 pm - 2.00 pm 2.00 pm - 3.00 pm 3.00 pm - 4.00 pm 4.00 pm - 5.00 pm			8-April ONL	15-April ONL	22-April FTF	29-April ONL	NO TUTORIAL		20-May FTF	NO TUTORIAL	NO TUTORIAL	10-Jun FTF	17 Jun ONL	24 Jun FTF D.K/TAD		
ASSOC. PROF. DR HASRINA MUSTAFA (HM) YSP517/4 - FUNDAMENTALS OF IMC Class WEDNESDAY : 9.00 am - 11.00 am	Tutorial (choose only 1 slot)	27-Mac FTF HM	3-April ONL HM	10-Apr *Eidulfitri No Class	17-Apr FTF SR	24 - April ONL SR	REPLACE TO 2 May Thursday FTF HM	8-May ONL HM		22-May Wesak Day No class	29-May FTF HM	5 - Jun ONL HM	12-June FTF HM	19 - Jun ONL HM	26-June FTF HM	3-July ONL HM	10-Jul FTF HM
	WEDNESDAY : 11.00am - 12.00pm 12.00pm-1.00pm 1.00pm-2.00pm				17-April FTF JL	24 - April ONL JL	REPLACE TO 2-May Thursday FTF JL	8-May ONL JL		22-May Wesak Day No class	29-May FTF JL	5 - Jun ONL JL	12-June FTF JL	19 - Jun ONL JL	26-June FTF JL	3-July ONL JL	
ASSOC. PROF. DR BAHYAH OMAR/DR SURIATI SAAD (BO/SS) YSP519/4 - RESEARCH METHODS IN IMC Class SATURDAY : 9.00 am - 1.00 pm	Tutorial (Student will choose either quanti or qualitative slot) :	30-Mac ONL (SS)		13-Apr HYBRID (BO)		27-Apr FTF (SS)		11-May FTF (BO)			1-June FTF (SS)		15-Jun ONL (BO)		29-Jun FTF (BOSS)		
	FRIDAY for FULLTIME students only : 8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative)			12-Apr HYBRID	19-Apr ONL	26-April FTF	3-May ONL	10-May FTF		24-May ONL	31-May FTF	7-Jun ONL	14-Jun ONL	21-Jun ONL	28-Jun FTF		
	SATURDAY for PART TIME students only : 8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative)			13-Apr HYBRID	20-Apr ONL	27-April FTF	4-May ONL	11-May FTF (BO)		25-May ONL	1-Jun FTF	8-Jun ONL	15-Jun ONL (BO)	22-Jun ONL	29-Jun FTF		
DR NUR ATIKAH A RAHMAN (NAAR) YSP520/4 - CONTENT IDEATION Class FRIDAY : 3.00 pm - 7.00 pm	Tutorial (choose only 1 slot)	29-Mac ONL NAAR		12-Apr ONL FA		26-Apr FTF NAAR		10-May FTF NAAR			31-May FTF NAAR		14-June FTF NAAR		28 June FTF FA & NAAR		
	TUESDAY : 9.00 am - 10.00 am 10.00 am - 11.00 am 11.00 am - 12.00 pm 12.00 pm - 1.00 pm			9-Apr ONL JL	16-Apr ONL JL	23-Apr JL FTF	30-Apr ONL JL	7-May FTF JL		21-May ONL JL	28-May FTF JL	4-Jun ONL JL	11-June FTF JL	18-Jun ONL JL	25-Jun ONL JL		
DR SURIATI SAAD (SS) YSP522/4 - STRATEGIC PUBLIC RELATIONS (ELECTIVE) Class SUNDAY : 9.00 am - 1.00 pm	Tutorial session choose only 1 slot :	31-Mac ONL SS		14-Apr ONL SS		28-Apr FTF SS		12-May FTF SS			2-Jun FTF SS		16-Jun FTF SS		30-Jun FTF SS		
	MONDAY for FULLTIME students only: 10.00 am - 12.00 pm				15-April ONL		29-April ONL			20-May FTF		NO TUTORIAL		17 Jun ONL		1-July FTF	
	SUNDAY for PART TIME students only : 2.00 pm - 4.00 pm			14-Apr ONL		28-Apr FTF		NO TUTORIAL			NO TUTORIAL		16-Jun FTF		30-Jun FTF		
All IMC LECTURER YSP512/10 - IMC RESEARCH PROJECT YSP524/6 - CAPSTONE TUTORS: AB, LWK, FA, EV							YSP512 Proposal Presentation 3 May (Friday)										
																	YSP524 Pitch Presentation 11-13 July (Thur, Friday, Sat)

MID SEMESTER BREAK

List of Lecturers

HM: (Assoc. Prof. Hasrina Mustafa); IAZ: (Assoc. Prof. Dr. Izzal Asnira Zolkepli); SNSM: (Dr. Sharifah Nadiah Syed Mukhiar); SMN: (Assoc. Prof. Dr. Shuhaida Mohd Nor)

MK (Dr Mahadevan Krishnan); NAAR (Dr. Nur Atikah A Rahman) ; BO: (Assoc. Prof. Dr Bahiyah Omar); DK (Dr. Kamaruzzaman Abdul Manan)

List of Tutors

JL: Mr. Jovian Lee; FA: Madam Fahri Ahmed; TAD: Mr. Tengku Adrian; NR: Nazihah Rastam; AB: Amir Batouei; EV: Edmond Voon; LWK: Lee Wei Kian