

WEEKEND

REVISED ON 15 APRIL 2024

MASTER OF COMMUNICATION (INTERGRATED MARKETING COMMUNICATION) (PART-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 SATURDAY : 9.00 am - 1.00 pm Tutorial session : SATURDAY : 1.00 pm - 3.00 pm | | | 6-Apr FTF IAZ | | 20-Apr ONL IAZ | | 4-May FTF IAZ | | M I D S E M E S T E R B R E A K | 25-May FTF IAZ | | 8-Jun ONL IAZ | | 22-Jun ONL IAZ | | 6-Jul FTF IAZ | | | | | | | |
| | | | | 13-Apr FTF | | 27-April ONL | | 11-May FTF | | | 1-Jun FTF | | 15-Jun ONL | | 29-Jun ONL | | | | | | | | |
| DR KAMARUZZAMAN ABDUL MANAN (KZ) YSP515/4 - STRATEGIC BRANDING AND MARKETING Class SUNDAY : 2.00 pm - 6.00 pm Tutorial session : SUNDAY : 6.00 pm - 8.00 pm | | | 7-Apr ONL TAD | | 21-Apr FTF TAD | | 5-May FTF D.K | | | M I D S E M E S T E R B R E A K | 26-May ONL D.K | | 9-Jun FTF D.K | | 23-Jun FTF D.K | | 5-Jul FRIDAY FTF D.K/TAD (1pm - 4pm) | | | | | | |
| | | | 7-Apr ONL | | 21-Apr FTF | | NO TUTORIAL | | | | NO TUTORIAL | | 9-Jun FTF | | 23-Jun FTF | REPLACE TO FTF 30-June (9am-11am) | 5-Jul FRIDAY FTF (1pm - 4pm) | | | | | | |
| ASSOC. PROF. DR HASRINA MUSTAFA (HM) YSP517/4 - FUNDAMENTALS OF IMC Class THURSDAY : 8.00 pm - 10.00 pm Tutorial session : THURSDAY : 7.00 pm - 8.00 pm | | REPLACE TO 27-Mac WED FTF HM | 4-Apr ONL HM | 11-Apr * Eidulfitri No Class | 18-Apr FTF SR | REPLACE TO 1-May ONL SR | 2-May FTF HM | 9-May ONL HM | | | M I D S E M E S T E R B R E A K | 23-May ONL HM | 30-May FTF HM | 6-June ONL HM | 13-June FTF HM | 20-June ONL HM | 27-June HM | 4-July FTF | FTF | | | | |
| | | | | | 18-Apr FTF SR | REPLACE TO 1-May ONL SR | 2-May FTF SR | 9-May ONL SR | | | | 23-May ONL SR | 30-May FTF SR | 6-June ONL SR | 13-June FTF SR | 20-June ONL SR | 27-June SR | FTF | | | | | |
| 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) : FRIDAY for FULLTIME students only : 8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative) SATURDAY for PART TIME students only : 8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative) | | 30-Mac ONL (SS) | | 13-Apr HYBRID (BO) | | 27-Apr FTF (SS) | | 11-May FTF (BO) | | | | M I D S E M E S T E R B R E A K | | 1-June FTF (SS) | | 15-June ONL (BO) | | 29-Jun FTF (BOSS) | | | | | |
| | | | | 12-Apr HYBRID | 19-Apr ONL | 26-April FTF | 3-May ONL | 10-May FTF | | | | | 24-May ONL | 31-May FTF | 7-June ONL | 14-June ONL | 21-June ONL | 28-June FTF | | | | | |
| | | | | 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-June ONL (BO) | 22-June ONL | 29-Jun FTF | | | | | |
| DR NUR ATIKAH A RAHMAN (NAAR) YSP520/4 - CONTENT IDEATION Class SATURDAY : 3.00 pm - 7.00 pm Tutorial session : SATURDAY : 7.00 pm - 8.00 pm | | 30-Mac ONL NAAR | | 13-Apr ONL FA | | 27-Apr FTF NAAR | | 11-May FTF NAAR | | | | | M I D S E M E S T E R B R E A K | | 1-Jun FTF NAAR | | 15-June FTF NAAR | | 29-Jun FTF FA & NAAR | | | | |
| | | | | 13-Apr ONL FA | 20-Apr ONL FA | 27-Apr FTF FA | 4-May ONL FA | 11-May FTF FA | | | | | | 25-May ONL FA | 1-Jun FTF FA | 8-Jun ONL FA | 15-June FTF FA | 22-June ONL FA | 29-Jun FTF FA | | | | |
| DR SURIATI SAAD (SS) YSP522/4 - STRATEGIC PUBLIC RELATIONS (ELECTIVE) Class SUNDAY : 9.00 am - 1.00 pm Tutorial session choose only 1 slot : MONDAY for FULLTIME students only : 10.00 am - 12.00 pm SUNDAY for PART TIME students only : 2.00 pm - 4.00 pm | | 31-Mac ONL SS | | 14-Apr ONL SS | | 28-Apr FTF SS | | 12-May ONL SS | | | | | | M I D S E M E S T E R B R E A K | | 2-Jun FTF SS | | 16-Jun FTF SS | | 30-Jun FTF SS | | | |
| | | | | 15-April ONL | | 29-April ONL | | 20-May FTF | | | | | | | | NO TUTORIAL | | 17 Jun ONL | | 1-July FTF | | | |
| | | | | 14-Apr ONL | | 28-Apr FTF | | NO TUTORIAL | | | | | | | | NO TUTORIAL | | 16-Jun FTF | | 30-Jun FTF SS | | | |
| All IMC IECTURER YSP512/10 - IMC RESEARCH PROJECT YSP524/6 - IMC CAPSTONE PROJECT TUTORS: AB, LWK, FA, EV | | | | | | | YSP512 Proposal Presentation 3 May (Friday) | | | | | | | | M I D S E M E S T E R B R E A K | | | | | | | | |
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List of Lecturers

HM: (Assoc. Prof. Hasrina Mustafa); IAZ: (Assoc. Prof. Dr. Izzal Asnira Zolkepli); SNSM: (Dr. Sharifah Nadiyah 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