WEEKEND

REVISED ON 28 FEBRUARY 2025
MASTER OF COMMUNICATION (INTERGRATED MARKETING COMMUNICATION) (PART-TIME STUDENTS)



Class Schedule (Semester II, 2024/2025), Tutorial will start from Week 3. Attendance to class and tutorial is compulsory.

Class Schedule (Semester II, 2024/2025), Tutorial will start fr																
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	24 Mac - 30 Mac	31 Mac - 6 Apr	7 Apr - 13 Apr	14 Apr -	21 Apr - 27 Apr	28 April - 4 May	5 May - 11 May	12 May - 18 May	19 May - 25 May	26 May - 1 June	2 June -	9 June - 15 June	16 June - 22 June	23 June - 29 June	30 June -	7 July - 13 July
SSOC. PROF. DR IZZAL ASNIRA ZOLKEPLI (IAZ)											7 - June					
YSP514/4 - ADVANCES IN ADVERTISING (ELECTIVE)		5 - Apr FTF IAZ		19 - Apr FTF IAZ		3 - May FTF IAZ			24 - May FTF NAZ		No class Eldul Adha		21 - June ONL IAZ		5 - July FTF NAZ	
Class SATURDAY: 9.00 am - 1.00 pm											Liuui Auria					
utorial session :	-	T		Г							7 - June				I	1
				19 - Apr FTF		3 - May FTF			24 - May FTF		No class		21 - June ONL			
1.00 pm -3.00 pm											Eldul Adha		- One			
DR KAMARUZZAMAN ABDUL MANAN (KZ)																
YSP515/4 - STRATEGIC BRANDING AND MARKETING		6 - Apr FTF DR K		20 - Apr ONL DR K		4 - May FTF DR K			25 - May ONL DR K		8 - June FTF DR K		22 - June FTF AINUL		6 - July FTF AINUL	
Class SUNDAY: 9.00 am - 1.00 pm	ļ															
		1						l.			1	1			1	
SUNDAY:				20 - Apr		4 - May			25 - May		8 - June		22 - June			
1.00 pm - 3.00 pm				ONL		FTF			ONL		FTF		FTF			
ASSOC. PROF. DR HASRINA MUSTAFA (HM) & & DR SHARIFAH NADIAH																
SYED MUKHIAR	27 -Mac	3 - April	10 - April FTF	17 -April	24 - April FTF	1 - May	8 - May		22 - Mav	29 - May	5 - June	12 - June	19 - June	26 - June	3 - July	
YSPS17/4 - FUNDAMENTALS OF IMC	FTF HM	ONL HM	нм	ONL HM	нм	No Class * Labour Day	FTF HM		FTF SNSM	ONL SNSM	FTF SNSM	ONL SNSM	FTF SNSM	ONL SNSM	FTF HM & SNSM	
Class THURSDAY: 8.00 pm - 10.00 pm								М								
Futorial session :	-	1	1													
THURSDAY:			10 - April FTF	17 - April ONL	24 - April FTF	1 - May No Tutorial	8 - May FTF		22 - May FTF	29 - May ONL	5 - June FTF	12 - June ONL	19 - June FTF	26 - June ONL		
7.00 pm - 8.00 pm			FIF	ONL		* Labour Day	rir		rır	ONL	FIF	UNL	***	ONL		
ASSOC. PROF. DR BAHIYAH OMAR/DR SURIATI SAAD (BO/SS)								S								
YSPS19/4 - RESEARCH METHODS IN IMC	29 - Mac ONLSS		12 - Apr FTF BO		26 - Apr FTF SS		10 - May FTF SS			31 - May		14 - June ONLBO		28 - June FTF RO & SS		
Class SATURDAY: 2.00 pm - 6.00 pm	UNLSS		FIFBO		FIF 55		FIFSS	M		FIFBU		ONLBO		FIF BU & 55		
Tutorial (Student will choose either quanti or qualitative slot) :								E								
		_	1		1	1		S		1				27 - June		
FRIDAY for FULLTIME students only :			11 - Apr FTF	18 - Apr FTF	25 - Apr FTF	Individual	Individual consultation		Individual	Individual	Individual	Individual	Individual	No Tutorial		
8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative)			FIF			consultation	constitution	E	consultation	consultation	consultation	consultation	consultation	Muharram		
SATURDAY for PART TIME students only :			12 - Apr			Individual	Individual		Individual	Individual	7 - June	Individual	Individual	Individual		
9.00 pm -10.00 pm (2 parallel slots either Quanti or Qualitative)			FTF	19 - Apr FTF	26 -Apr FTF	consultation	consultation		consultation	consultation	No Class *Eidul Adha	consultation	consultation	consultation		
DR NUR ATIKAH A RAHMAN (NAAR)	 	T		l I				R				l			l	
	29 - Mac		12 - Apr		26 - Apr		10 - May			31 - May		14 - June		28 - June		
YSP520/4 - CONTENT IDEATION	ONL NAAR		FTF NAAR		FTF NAAR		FTF NAAR			ONL FA		FTF NAAR		FTF NAAF & FA		
Class SATURDAY: 9.00 am - 1.00 pm								K								
Tutorial session : SATURDAY (Ms. Fahril):	-				1					1	1	l	1	1	1	
			12 - Apr		26 - Apr		10 - May			31 - May		14 - June		28 - June		
7.00pm - 9.00pm			FTF		FTF		FTF			ONL		FTF		FTF		
DR SURIATI SAAD (SS)		l														_
YSP522/4 - STRATEGIC PUBLIC RELATIONS (ELECTIVE)	30 - Mac ONI		13 - Apr		27 - Apr		11 - May FTF			1 - June ONI		15 - June FTF		29 - June FTF		
Class SUNDAY : 9.00 am - 1.00 pm	ONL		FIF		rir		rir			ONL		FIF				
Tutorial session choose only 1 slot :																
MONDAY for FULLTIME students only:				14 - Apr FTF		28 - Apr ONL			19 - May		2 - June		16 - June		30 - June ONL	
10.00 am - 12.00 pm				Apr FIF		20 - Mpr ONL			FTF		ONL		FTF		50 - June UNL	
SUNDAY for PART TIME students only :		Ì			27 4					1 - lune		15 - hune	Ì	29 - lune		
1.00 pm - 3.00 pm			13 - Apr FTF		27 - Apr ONL		11 - May FTF			1 - June ONL		15 - June FTF		29 - June ONL		
All IMC IECTURER										-			-	-	-	<u> </u>
	23- Mac BRIEFING		13 - Apr WORKSHOP 1		27 - Apr WORKSHOP 2		11 - May WORKSHOP 3			1 - June WORKSHOP 4		15 - June WORKSHOP 5				YSP524 Pitcl Presentation
YSP524/6 - IMC CAPSTONE PROJECT (SUNDAY)	FTF 3 - 5 pm		FTF 3		FTF 3		FTF 3 - 5 pm			FTF 3 - 5 pm		FTF 3 - 5 pm				11 - 12 July (Friday, Sat)
TUTORS: AB, LWK, FA, EV	3 - 3 pm		3 pm		- 5 pm	L	3 - 3 pm			3 - 3 pm		3 - 3 pm	L	L	l	(Priday, 52t)
List of Lecturers HM: (Assoc Prof. Hasrina Mustafal: IA7: (Assoc Prof. Dr. Ittal Asn	7-11		and the state of the state of		CA. M. /A		Add dated									

List of Lecturers

Hik (Essoc: Port C. Histrina Mustafa); W2: (Assoc: Port. Dr. Izzal Asnira Zokepi); SHSM: (Dr. Sharifah Nadiah Syed Mukhiar); SMN: (Assoc: Port. Dr. Shuhaida Mohd Nor)

MK (Dr. Mahadewan Krishnan); NAAR (Dr. Nur Alkiah A. Rahman); BC: (Assoc: Port. Dr. Bahiyah Omar); DK (Dr. Kamaruzzaman Abdul Manan)

List of Tutors

JL: Mr. Jovian Lee; FA: Madam Fahri Ahmed; TAD: Mr. Tengku Adrian; NR: Nazhah Rastam; AB: Amir Batouei; Zach, FAH; Farah Adlina Hamdan; LWK: Lee V