

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.

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 - 20 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 - 8 June	9 June - 15 June	16 June - 22 June	23 June - 29 June	30 June - 6 July	7 July - 13 July
ASSOC. PROF. DR. IZZAL ASHIRA 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		5 - Apr FTF IAZ		19 - Apr FTF IAZ		3 - May FTF IAZ			24 - May FTF NAZ		7 - June No Class Eidul Adha		21 - June ONL IAZ		5 - July FTF NAZ	
DR. KAMARUZAMAN ABDUL MANAN (KZ) YSP515/4 - STRATEGIC BRANDING AND MARKETING Class SUNDAY : 9.00 am - 1.00 pm Tutorial session : SUNDAY : 1.00 pm - 3.00 pm		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	
ASSOC. PROF. DR. HAFSINA MUSTAFA (HM) & DR. SHARIFAH NADIAH SYED MUKHAR YSP517/4 - FUNDAMENTALS OF IMC Class THURSDAY : 8.00 pm - 10.00 pm Tutorial session : THURSDAY : 7.00 pm - 8.00 pm	27 - Mac FTF HM	3 - April ONL HM	10 - April FTF HM	17 - April ONL HM	24 - April FTF HM	1 - May No Class Labour Day	8 - May FTF HM		22 - May FTF SNSM	29 - May ONL SNSM	5 - June FTF SNSM	12 - June ONL SNSM	19 - June FTF SNSM	26 - June ONL SNSM	3 - July FTF HM & SNSM	
ASSOC. PROF. DR. BAHYAH OMAR/DR. SURIATI SAAD (BO/SS) YSP519/4 - RESEARCH METHODS IN IMC Class SATURDAY : 2.00 pm - 6.00 pm Tutorial (Student will choose either quanti or qualitative slot): MONDAY for FULLTIME students only: 8.00 pm - 9.00 pm (2 parallel slots either Quanti or Qualitative) SATURDAY for PART TIME students only: 9.00 pm - 10.00 pm (2 parallel slots either Quanti or Qualitative)	29 - Mac ONL SS		12 - Apr FTF BO		26 - Apr FTF SS		10 - May FTF SS		31 - May FTF BO			14 - June ONL BO		28 - June FTF BO & SS		
DR. NUR ATIKAH A RAHMAN (NAAR) YSP520/4 - CONTENT IDEATION Class SATURDAY : 9.00 am - 1.00 pm Tutorial session : SATURDAY (Ms. Fahri): 7.00pm - 9.00pm	23 - Mac ONL NAAR		13 - Apr FTF NAAR		26 - Apr FTF NAAR		10 - May FTF NAAR		31 - May ONL FA			14 - June FTF NAAR		28 - June FTF NAAR & 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: 1.00 pm - 3.00 pm	30 - Mac ONL SS		13 - Apr FTF		27 - Apr FTF		11 - May FTF		1 - June ONL		2 - June ONL		16 - June FTF		30 - June ONL	
AI IMC IECTURER YSP524/6 - IMC CAPSTONE PROJECT (SUNDAY) TUTORS: AB, LWK, FA, EV	23 - Mac BRIEFING FTF 3 - 5 pm	13 - Apr WORKSHOP 1 FTF 5 pm		27 - Apr WORKSHOP 2 FTF - 5 pm		11 - May WORKSHOP 3 FTF 3 - 5 pm			1 - June WORKSHOP 4 FTF 3 - 5 pm		15 - June WORKSHOP 5 FTF 3 - 5 pm				YSP524 Pitch Presentation 11 - 12 July (Friday, Sat)	

M I D S E M E S T E R B R E A K

List of Lecturers
HM: (Assoc. Prof. Hafsinah Mustafa); IAZ: (Assoc. Prof. Dr. Izzal Ashira Zolkepli); SNSM: (Dr. Sharifah Nadiah Syed Mukhar); SMN: (Assoc. Prof. Dr. Shuhaida Mohd Nor)
MK (Dr. Mahadevan Krishnan); NAAR (Dr. Nur Atikah A Rahman); BO: (Assoc. Prof. Dr. Bahyah Omar); DK (Dr. Kamaruzaman Abdul Manan)

List of Tutors
JL: Mr. Jovian Lee; FA: Madam Fahri Ahmed; TAD: Mr. Tengku Adrian; NR: Nazihah Rastam; AB: Amir Batouei; Zach, FAH: Farah Adlina Hamdan; LWK: Lee Wei Kian