



MASTER OF COMMUNICATION (INTERGRATED MARKETING COMMUNICATION)

Class Schedule (Semester II, 2020/2021)

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
Lecturer	Day / Time	22 Mac - 28 Mac	29 Mac - 04 Apr	05 Apr - 11 Apr	12 Apr - 18 Apr	19 Apr - 25 Apr	26 Apr - 02 May	03 May - 09 May	10 May - 16 May	17 May - 23 May	24 May - 30 May	31 May - 06 June	07 June - 13 June	14 June - 20 June	21 June - 27 June	28 June - 04 July
YSP501/4 - FUNDAMENTALS OF IMC <i>HM</i> Classroom/Lecture Thurs: 8.00 - 10.30pm		25-Mac	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr *Nuzul Al-Quran	6-May	M I D B R E A K S T E R	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul
YSP504/4 - RESEARCH METHODS IN IMC <i>SNSM/SMN</i> Classroom/Lecture <i>/NI</i> Saturday : 9.00am - 2.00pm			3-Apr		17-Apr		1-May *Labour Day			22-May		5-Jun		19-Jun		3-Jul
YSP507/4 - STRATEGIC PUBLIC RELATION (ELECTIVE) <i>MK</i> Classroom/Lecture Saturday : 2.30pm-7.30pm			3-Apr		17-Apr		1-May *Labour Day			22-May		5-Jun		19-Jun		3-Jul
YSP515/4 - STRATEGIC BRANDING AND MARKETING <i>NI</i> Classroom/Lecture Saturday : 9.00am - 2.00pm		27-Mac		10-Apr		24-Apr		8-May			29-May		12-Jun		26-Jun	
YSP508/4 - CONTENT IDEATION <i>NAAR</i> Classroom/Lecture Saturday : 2.30pm - 7.30pm		27-Mac		10-Apr		24-Apr		8-May			29-May		12-Jun		26-Jun	
YSP514/4 - ADVANCES IN ADVERTISING <i>IAZ</i> Classroom/Lecture Sun: 9.00am-2.00pm			4-Apr		18-Apr		2-May			23-May		6-Jun		20-Jun		4-Jul

HM: (Assoc. Prof. Hasrina Mustafa); NI: (Dr. Nurzali Ismail); IAZ: (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)