



MASTER OF COMMUNICATION (INTERGRATED MARKETING COMMUNICATION)
Class Schedule (Semester 1, 2021/2022)

FOR BATCH STARTING FEBRUARY 2021 ONWARDS	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	
	11-17 Oct	18 - 24 Oct	25 - 31 Oct	1 - 7 Nov	8 - 14 Nov	15- 21 Nov	22- 28 Nov	29 Nov - 5 Dis	6 - 12 Dis	13 - 19 Dis	20 - 26 Dis	27 Dis - 2 Jan	3 - 9 Jan	10 - 16 Jan	17 - 23 Jan	
YSP519/4 - RESEARCH METHODS IN IMC (Core) <i>HM/SNSM</i> : Classroom/Lecture Thursday : 8.00pm-10.30pm	13-Oct	20-Oct	27-Oct	3/11/2021 *Deepavali	10-Nov	17-Nov	24-Nov	M I D S E M E S T E R B R E A K	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan	19-Jan	
YSP523/4- DIGITAL STRATEGIES IN IMC (Elective) <i>HM</i> Classroom/Lecture Saturday : 9.00am-2.00pm	16-Oct		30-Oct		13-Nov		27-Nov			18-Dec		1/1/2022 *New Year		15-Jan		
YSP521/4 - BRAND TOUCHPOINT MANAGEMENT (Core) <i>MK</i> Classroom/Lecture Saturday 2.30pm-7.30pm	16-Oct		30-Oct		13-Nov		27-Nov			18-Dec		1/1/2022 *New Year		15-Jan		
YSP518/4 CONSUMER PSYCHOLOGY (Core) <i>SMN</i> Classroom/Lecture Saturday : 9.00am - 2.00pm		23-Oct		06-Nov		20-Nov				11-Dec		25/12/2021 *Christmas		08-Jan		22-Jan
YSP516/4 - SOCIAL MEDIA COMMUNICATION (Elective) <i>IAZ</i> Classroom/Lecture Sunday : 9.00am-2.00pm		24-Oct		07-Nov		21-Nov				12-Dec		26-Dec		09-Jan		23-Jan
YSP524/6 - IMC CAPSTONE PROFESSIONAL PROJECT (Core) ALL STAFF					Proposal Presentation 12-13 Nov											

HM: (AP Dr. Hasrina Mustafa); SMN: (AP Dr. Shuhaida MD Noor); MK: (Dr. Mahadevan A/I Krishnan); IAZ: (Dr. Izzal Asnira Zolkepli); SNSM: (Dr. Sharifah Nadiah Syed Mukhiar)