



MASTER OF COMMUNICATION (INTEGRATED MARKETING COMMUNICATION)
Class Schedule (Semester 1, 2022/2023)

Notes

All classes will be conducted online for international students outside Malay
Students in Malaysia will attend a combination of both online & face-to-face

BATCH STARTING FEBRUARY 2021 ONWA	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
	17 - 23 Oct	24 - 30 Oct	31 Oct - 6 Nov	7 - 13 Nov	14 - 20 Nov	21 - 27 Nov	28 Nov - 4 Dis	5 - 11 Dis	12 - 18 Dis	19 - 25 Dis	26 Dis - 1 Jan	2 - 8 Jan	9 - 15 Jan	16 - 22 Jan	23 - 29 Jan
YSP519/4 - RESEARCH METHODS IN IMC (Core) <i>HM/SNSM</i> : Wednesday : 8.00pm-11.00pm	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	M I D S E M E S T E R B R E A K	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan	18-Jan	25-Jan
YSP523/4 - DIGITAL STRATEGIES IN IMC (Elective) <i>HM</i> Saturday : 9.00am-3.00pm	22-Oct		05-Nov		19-Nov		03-Dec		17-Dec		31-Dec		14-Jan		
YSP518/4 CONSUMER PSYCHOLOGY (Core) <i>SMN</i> Sunday : 9.00am-3.00pm	23-Oct		06-Nov		20-Nov		04-Dec		18-Dec		New Year Public Holiday		15-Jan		
YSP516/4 - SOCIAL MEDIA COMMUNICATION (Elective) <i>IAZ</i> Saturday 9.00am-3.00pm		29-Oct		12-Nov		26-Nov				24-Dec		07-Jan		21-Jan	28-Jan
YSP521/4 - BRAND TOUCHPOINT MANAGEMENT (Core) <i>MK</i> Sunday : 9.00am-3.00pm		30-Oct		13-Nov		27-Dec				Public holiday *Christmas Day		08-Jan		22-Jan	29-Jan
YSP524/6 - IMC CAPSTONE PROFESSIONAL PROJECT (Core) ALL STAFF															

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)