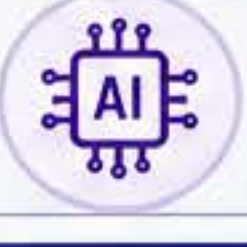


TIMETABLE FOR IMC MASTER PROGRAMME SEM 1 2026/2027

COURSE		TIME	
	YSP516 - SOCIAL MEDIA COMMUNICATION (E) LECTURER: ASSOC. PROF. DR. IZZAL ASNIRA ZOLKEPLI	 FRIDAY	9.00 am - 1.00 pm
		 SATURDAY	3.45 pm - 7.45 pm
	YSP518 - CONSUMER OF PHYSOCOLOGY LECTURER : ASSOC. PROF DR. SHUHaida MD NOOR	 SUNDAY	3.15 pm - 7.15 pm
		 MONDAY	9.00 am - 1.00 pm
		 TUESDAY	9.00 am - 1.00 pm
	YSP519 - RESEARCH METHODS IN INTEGRATED MARKETING COMMUNICATION LECTURER: ASSOC. PROF. DR. BAHIAH OMAR	 SUNDAY	9.00 am - 1.00 pm
		 MONDAY	3.00 pm - 7.00 pm
	YSP521 - BRAND TOUCHPOINT MANAGEMENT LECTURER: DR. MAHADEVAN KRISHNAN	 THURSDAY	3.00 pm - 7.00 pm
		 FRIDAY	3.00 pm - 7.00 pm
		 SATURDAY	9.00 am - 1.00 pm
	YSP523 - DIGITAL STRATEGIES IN IMC (E) LECTURER : ASSOC. PROF. DR. HASRINA MUSTAFA	 SATURDAY	9.00 am - 1.00 pm
		 WEDNESDAY	9.00 am - 1.00 pm
	YSP524 - IMC CAPSTONE PROFESSIONAL PROJECT LECTURER : ASSOC. PROF. DR. HASRINA MUSTAFA & ALL LEC	 SUNDAY	9.00 am - 1.00 pm
		 MONDAY	3.00 pm - 7.00 pm
	YSP525 - AI (E) (ALT) LECTURER : DR. KAMARUZZAMAN ABDUL MANAN	 SUNDAY	3.00 pm - 7.00 pm
		 MONDAY	9.00 am - 1.00 pm



Effective Date:
18 October 2026



Note:
(E) – Elective Course
(ALT) – Alternate Week



School of Communication
Universiti Sains Malaysia