

Course Schedule

Semester 1 (September), 2014/2015

|   | Wk1<br>8-14Sept                     | Wk2<br>15Sep-21Sept | Wk3<br>22Sep-28Sep    | Wk4<br>29Sep-5oct                                     | Wk5<br>6oct-12oct  | Wk6<br>13oct-19Oct | Wk7<br>20-Oct-26Oct | Wk8<br>27Oct-2Nov | Wk9<br>3Nov-9Nov | Wk10<br>10Nov-16Nov | Wk11<br>17Nov-23Nov | Wk12<br>24Nov-30Nov | Wk13<br>1Dec-7Dec | Wk14<br>8Dec-14Dec | Wk15<br>15Dec-21Dec |
|---|-------------------------------------|---------------------|-----------------------|---|--------------------|--------------------|---------------------|-------------------|------------------|---------------------|---------------------|---------------------|-------------------|--------------------|---------------------|
| <b>Master of Communication (Integrated Marketing Communication)</b> |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP501-Principles and Practices ofIMC (3 units)                     | 08-Sept                             | 15-Sept             | 22-Sept               | 29-Sept   | 07-Okt             | 13-Okt             | Semester            | 27-Okt            | 03-Nov           | 10-Nov              | 17-Nov              | 24-Nov              | 01-Dic            | 08-Dic             | 15-Dic              |
| HM Classroom/lecture  |                                     |                     |                       |   | Tuesday            |                    | Break               |                   |                  |                     |                     |                     |                   |                    |                     |
| Mon: 8.00pm-10.30pm   |                                     |                     |                       |   | due to Eid Al-Adha |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP503-Marketing Management (3 units)                               | 10-Sept                             | 17-Sept             | 24-Sept               | 01-Okt  | 08-Okt             | 15-Okt             |                     | 29-Okt            | 05-Nov           | 12-Nov              | 19-Nov              | 26-Nov              | 03-Dic            | 10-Dic             | 17-Dic              |
| MMY Classroom/lecture   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Wed: 8.00pm-10.30pm   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP504-Research Methods in IMC (3 units)                            | 11-Sept                             | 18-Sept             | 25-Sept               | 02-Okt  | 09-Okt             | 16-Okt             |                     | 30-Okt            | 06-Nov           | 13-Nov              | 20-Nov              | 27-Nov              | 04-Dic            | 11-Dic             | 18-Dic              |
| HM Classroom/lecture  |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Thurs/3 hrs/8.00pm-10.30pm  |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP511- Management of Media Strategies (3 units)                    | 12-Sept                             | 19-Sept             | 26-Sept               | 03-Okt  | 10-Okt             | 17-Okt             |                     | 31-Okt            | 07-Nov           | 14-Nov              | 21-Nov              | 28-Nov              | 05-Dic            | 12-Dic             | 19-Dic              |
| MMY/NNH Classroom/lecture   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Fri: 8-10.30pm  |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP502- Consumer Psychology (3 units)                               | 13-Sept                             |                     | 28 Sept 2014 (Sunday) |   | 11-Okt             |                    |                     | 01-Nov            |                  | 15-Nov              |                     | 29-Nov              |                   | 13-Dic             |                     |
| SMN Classroom/lecture   |                                     |                     | Due to IMC            |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Sat: 9.30am-2.00pm  |                                     |                     | Colloquium on 27 Sept |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP507- PR Management (3 units)                                     |                                     | 20-Sept             |                       | 04-Okt  |                    | 18-Okt             |                     |                   | 08-Nov           |                     | 22-Nov              |                     | 06-Dic            |                    | 20-Dic              |
| JA Classroom/lecture  |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Saturday: 9.30am-2.00pm   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP505- Brand Management (3 units)                                  |                                     | 21-Sept             |                       | 05-Okt  |                    | 19-Okt             |                     |                   | 09-Nov           |                     | 23-Nov              |                     | 07-Dic            |                    | 21-Dic              |
| NI Classroom/lecture  |                                     |                     |                       | Eid Al Adha: New date will be decided by the lecturer |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| Sun: 9.30am-2pm   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| YSP512: IMC Research Project (10 units)                             | No class, research supervision only |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |
| All staff   |                                     |                     |                       |   |                    |                    |                     |                   |                  |                     |                     |                     |                   |                    |                     |

HM: (Dr. Hasrina Mustafa); MMY: (AP Mohamad Md Yusoff); NHH: (Dr. Nor Hazlina Hashim); NI: Nurzali Ismail; SMN: Dr. Shuhaida Mohd Nor; JA: AP Jamilah Ahmad