



2026 PART-TIME MODULE SCHEDULE

| MODULES | Mode of Delivery | BSSMMA | CTP | NMIT | MCC |
|--------------------------|------------------|----------------|----------------|----------------|----------------|
| | | | | | |
| CLASSES | On-Campus | 04/04/26 (Sat) | 13/06/26 (Sat) | 22/08/26 (Sat) | 31/10/26 (Sat) |
| | On-Campus | 05/04/26 (Sun) | 14/06/26 (Sun) | 23/08/26 (Sun) | 01/11/26 (Sun) |
| | Hybrid | 14/04/26 (Tue) | 23/06/26 (Tue) | 01/09/26 (Tue) | 10/11/26 (Tue) |
| | Hybrid | 15/04/26 (Wed) | 24/06/26 (Wed) | 02/09/26 (Wed) | 11/11/26 (Wed) |
| | Hybrid | 16/04/26 (Thu) | 25/06/26 (Thu) | 03/09/26 (Thu) | 12/11/26 (Thu) |
| | On-Campus | 18/04/26 (Sat) | 04/07/26 (Sat) | 12/09/26 (Sat) | 21/11/26 (Sat) |
| | On-Campus | 19/04/26 (Sun) | 05/07/26 (Sun) | 13/09/26 (Sun) | 22/11/26 (Sun) |
| ASSIGNMENT CLINIC* | On-Campus* | 28/04/26 (Tue) | 14/07/26 (Tue) | 22/09/26 (Tue) | 01/12/26 (Tue) |
| CLASSES | Hybrid | 07/05/26 (Thu) | 16/07/26 (Thu) | 24/09/26 (Thu) | 03/12/26 (Thu) |
| | Hybrid | 14/05/26 (Thu) | 23/07/26 (Thu) | 01/10/26 (Thu) | 10/12/26 (Thu) |
| | Hybrid | 21/05/26 (Thu) | 30/07/26 (Thu) | 08/10/26 (Thu) | 17/12/26 (Thu) |
| | Hybrid | 28/05/26 (Thu) | 06/08/26 (Thu) | 15/10/26 (Thu) | 22/12/26 (Tue) |
| SUBMISSION OF ASSIGNMENT | - | 05/06/26 (Fri) | 14/08/26 (Fri) | 23/10/26 (Fri) | 08/01/27 (Fri) |
| EXAMINATION | - | 06/06/26 (Sat) | 15/08/26 (Sat) | 24/10/26 (Sat) | 09/01/27 (Sat) |

On-Campus or Hybrid option depends on the specific module.

| Module | Module Code | Pre-requisite | Core | Specialism | Project |
|--------|-------------|--|------|------------|---------|
| OMDT | BM530-0-M | Media Theories | | | |
| OFDC | BM531-0-M | Fundamental Communication | | | |
| PRS | BM089-3-M | PR Strategies | | | |
| BSMMA | BM031-3-M | Behavioral Science, Social Media & Marketing Analytics | | | |
| CTP | BM005-3-M | Communication Theory and Practice | | | |
| GCC | BM090-3-M | Global Communication Competencies | | | |
| SDM | AQ054-3-M | Statistical Decision Making | | | |
| NMIT | BM021-3-M | New Media Industries and Technologies | | | |
| DCM | BM084-3-M | Digital Campaigns Management | | | |
| DMA | BM091-3-M | Digital Media Analytics | | | |
| RM* | BM080-3-M | Research Methodology | | | |
| MSAG | BM027-3-M | Marketing and Sustainability in the Age of Globalisation | | | |
| MCC | BM073-3-M | Managing Crisis Communications | | | |
| PRJCT | BM075-6-M | Project | | | |

2026 APU HOLIDAYS

| | |
|-----------------------|-----------------------|
| New Year | 01/01/26 (Thu) |
| Federal Territory Day | 01/02/26 (Sun) |
| Thaipusam | 02/02/26 (Mon) |
| Chinese New Year | 17-18/02/26 (Tue-Wed) |
| Nuzul Al Quran | 07/03/26 (Sat) |
| Hari Raya | 21-22/03/26 (Sat-Sun) |
| Labour Day | 01/05/26 (Fri) |
| Wesak | 31/05/26 (Sun) |
| Agong B-day | 01/06/26 (Mon) |
| Hari Raya Haji | 27/05/26 (Wed) |
| Awal Muharram | 17/06/26 (Wed) |
| Merdeka Day | 31/08/26 (Mon) |
| Prophet's Birthday | 25/08/26 (Tue) |
| Malaysia Day | 16/09/26 (Wed) |
| Deepavali | 08/11/26 (Sun) |
| Christmas | 25/12/26 (Fri) |

Classes - **7.00pm - 9.30pm (Weekdays), 12.00pm - 7.00pm (Saturdays), 9.30am - 4.30pm (Sundays)**

Examination - **2.00pm - 5.00pm (Saturday)**

Submission of Assignment - **8.30am - 7.00pm (Weekdays), 8.30am - 1.00pm (2nd/4th/5th Saturdays)**

Note:

1. The above schedule is subject to change where necessary.
2. If there is any changes on the scheduled timetable, the replacement class shall be advised by the lecturer.
3. Student to enroll for only one of the offered module in each commencement date based on study progression.
4. The project will commence from the date of submission of the final RM assessment
5. RM* may be taken after completing five modules