



2026 PART-TIME MODULE SCHEDULE

MODULES	Mode of Delivery	BSSMMA	CTP	NMIT	MCC
COMMENCEMENT	On-Campus	03/04/26 (Fri)	12/06/26 (Fri)	21/08/26 (Fri)	30/10/26 (Fri)
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		
OMDT	BM530-0-M	Media Theories	Pre-requisite
OFDC	BM531-0-M	Fundamental Communication	
PRS	BM089-3-M	PR Strategies	Core
BSSMMA	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	Specialism
RM*	BM080-3-M	Research Methodology	
MSAG	BM027-3-M	Marketing and Sustainability in the Age of Globalisation	Project
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