

**Course Schedule**  
**APT1F1605ABM - TPM**

**ASIA PACIFIC UNIVERSITY - APU**  
**BA (Hons) Advertising & Brand Management**

|   | 2016 |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       | 2017 |   |   | 2018 |   |   |   |  |  |  |  |  |  |  |  |  |  |
|---|------|------|------|---|---|--------|---|---|-----------|---|---|---------|---|---|----------|---|---|----------|---|---|---------|----------|---|-------|---|-------|---|-----|---|------|---|------|---|--------|---|-----------|---|---------|---|----------|---|----------|---|-------|------|---|---|------|---|---|---|--|--|--|--|--|--|--|--|--|--|
|   | May  | June | July |   |   | August |   |   | September |   |   | October |   |   | November |   |   | December |   |   | January | February |   | March |   | April |   | May |   | June |   | July |   | August |   | September |   | October |   | November |   | December |   | Janua |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
|   | 2    | 3    | 0    | 1 | 2 | 2      | 0 | 1 | 1         | 2 | 0 | 0       | 1 | 2 | 2        | 0 | 1 | 1        | 2 | 0 | 1       | 1        | 2 | 3     | 0 | 1     | 2 | 2   | 0 | 1    | 1 | 2    | 0 | 1      | 1 | 2         | 0 | 0       | 1 | 2        | 3 | 0        | 1 | 2     | 2    | 0 | 1 | 1    | 2 | 0 | 0 |  |  |  |  |  |  |  |  |  |  |
| <b>Orientation</b>  |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept I (L)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept I (Lab)</b>                       |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept I (T)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction I (L)</b>                          |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction I (Lab)</b>                        |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction I (T)</b>                          |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Ethnic Relations(LS)</b>                               |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Introduction To Graphic Design (L)</b>                 |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Introduction To Graphic Design (Lab)</b>               |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Introduction To Graphic Design (T)</b>                 |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Malaysian Studies 3 (FS)</b>                           |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Trends And Visual Thinking (L)</b>                     |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Trends And Visual Thinking (T)</b>                     |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Bank Draft</b>   |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Exam Briefing</b>                                      |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Exam Docket</b>  |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Bahasa Melayu Komunikasi 2(FS)</b>                     |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept II (L)</b>                        |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept II (Lab)</b>                      |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Client Brief Concept II (T)</b>                        |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction II (L)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction II (Lab)</b>                       |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Course Introduction II (T)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Informing The Masses (L)</b>                           |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Informing The Masses (T)</b>                           |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Introduction To Media Practices (L)</b>                |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Introduction To Media Practices (T)</b>                |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Islamic Civilisation &amp; Asian Civilisation (LS)</b> |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Marketing Fundamentals (L)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |
| <b>Marketing Fundamentals (T)</b>                         |      |      |      |   |   |        |   |   |           |   |   |         |   |   |          |   |   |          |   |   |         |          |   |       |   |       |   |     |   |      |   |      |   |        |   |           |   |         |   |          |   |          |   |       |      |   |   |      |   |   |   |  |  |  |  |  |  |  |  |  |  |

30 - May - 2016  
\* This schedule may be subject to revision  
Legend:  
R - Revision Week  
E - Exam