

**Course Schedule
UC2F1609MDM - TPM**

**ASIA PACIFIC UNIVERSITY - APU
BA (Hons) in Media Marketing**

	2016												2017												2018																																		
	September		October			November			December			January		February		March		April		May		June		July		August		September		October		November		December		January		February		March		April																	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Orientation																																																											
Communications Audit (T)																																																											
Communications Audit (L)																																																											
Creativity & Innovation (T)																																																											
Creativity & Innovation (L)																																																											
Customer Lifestyle And Behaviour (T)																																																											
Customer Lifestyles And Behaviour (L)																																																											
Interactive Marketing (T)																																																											
Interactive Marketing (L)																																																											
Media, Culture And Society (L)																																																											
Media, Culture And Society (T)																																																											
Multimedia For Presenting And Promoting (L)																																																											
Multimedia For Presenting And Promoting (T)																																																											
Bank Draft																																																											
Exam Briefing																																																											
Exam Docket																																																											
Advertising (T)																																																											
Advertising (L)																																																											
Business Research Methods (L)																																																											
Business Research Methods (T)																																																											
Co Curriculum																																																											
E Marketing (T)																																																											
E Marketing (L)																																																											
New Creative Media Industries (L)																																																											
New Creative Media Industries (T)																																																											
Public Relations (T)																																																											
Public Relations (L)																																																											
Script Writing For Radio And Television (T)																																																											
Script Writing For Radio And Television (L)																																																											
Progression Briefing																																																											
Internship Programme																																																											

19 - September - 2016
 * This schedule may be subject to revision
 Legend:
 R - Revision Week
 E - Exam