Academic Calendar 2017

Segment 1
- 4 - 19 Jan: Orientation
- 5 - 9 Jan: Quantitative Research Methods
- 10 - 14 Jan: Strategic Marketing Management
- 15 - 19 Jan: Asian Consumer Insight

Segment 2
- 2 - 17 Mar: Orientation
- 3 - 7 Mar: Consumer Behaviour
- 8 - 12 Mar: Creativity & Design
- 13 - 17 Mar: Qualitative Research Methods

Segment 3
- 13 – 22 Jul: Branding in Asia (Elective)
- 18 - 22 Jul: Business Analytics (Elective)

Segment 4
- 4 - 19 Nov: Digital Marketing (Elective)
- 9 - 13 Nov: Neuromarketing (Elective)
- 14 - 16 Nov: 36 Stratagems of the Chinese (Elective) (Half-module)
- 17 - 19 Nov: Emerging Markets (Elective) (Half-module)

Public Holidays
- 1 - 2 Jan, New Year’s Day
- 28 - 30 Jan, Chinese New Year
- 14 Apr, Good Friday
- 1 May, Labour Day
- 10 May, Vesak Day
- 26 Jun, Hari Raya Puasa
- 9 Aug, National Day
- 2 Sep, Hari Raya Haji
- 19 Oct, Deepavali
- 25 Dec, Christmas Day

Disclaimer: The schedule is subject to changes where necessary.