

## Module 1: Digital Marketing Fundamentals

Unit	Description	Mode of Training	Start Date	End Date	Start Time	End Time
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	10-Jan-2025	13-Jan-2025		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	14-Jan-2025	14-Jan-2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	15-Jan-2025	15-Jan-2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission	16-Jan-2025	16-Jan-2025		
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	17-Jan-2025	20-Jan-2025		
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	21-Jan-2025	21-Jan-2025	7:00 PM	9:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	22-Jan-2025	22-Jan-2025	7:00 PM	9:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	22-Jan-2025	22-Jan-2025	9:00 PM	10:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission	23-Jan-2025	23-Jan-2025		
3	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	24-Jan-2025	27-Jan-2025		
3	Email Marketing & Lead Nurturing	Synchronous E-learning	11-Feb-2025	11-Feb-2025	7:00 PM	9:00 PM
3	Email Marketing & Lead Nurturing	Synchronous E-learning	12-Feb-2025	12-Feb-2025	7:00 PM	9:00 PM
3	Email Marketing & Lead Nurturing	Assessment (Quiz)	12-Feb-2025	12-Feb-2025	9:00 PM	10:00 PM
3	Email Marketing & Lead Nurturing	Project Submission	13-Feb-2025	13-Feb-2025		

## Module 2: Introduction to Generative AI and its Uses in Content Generation and Marketing Analytics

Unit	Description	Mode of Training	Start Date	End Date	Start Time	End Time
4	Generative AI and its Marketing Applications	Asynchronous + Project (Self-Paced)	14-Feb-2025	17-Feb-2025		
4	Generative AI and its Marketing Applications	Synchronous E-learning	18-Feb-2025	18-Feb-2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	19-Feb-2025	19-Feb-2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission	20-Feb-2025	20-Feb-2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	21-Feb-2025	24-Feb-2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	25-Feb-2025	25-Feb-2025	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	26-Feb-2025	26-Feb-2025	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project) & Submission	27-Feb-2025	27-Feb-2025		
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	28-Feb-2025	3-Mar-2025		
6	Data Analytics for Marketing Insights	Synchronous E-learning	4-Mar-2025	4-Mar-2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	5-Mar-2025	5-Mar-2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project) & Submission	6-Mar-2025	6-Mar-2025		

### Module 3: Uses of Generative AI in Marketing Personalisation and Social Media Campaigns

Unit	Description	Mode of Training	Start Date	End Date	Start Time	End Time
7	Personalisation & Customer Journey Mapping	Asynchronous + Project (Self-Paced)	7-Mar-2025	10-Mar-2025		
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	11-Mar-2025	11-Mar-2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	12-Mar-2025	12-Mar-2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission	15-Mar-2025	15-Mar-2025		
7	Personalisation & Customer Journey Mapping	In-class	15-Mar-2025	15-Mar-2025	9:00	1:00 PM
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	16-Mar-2025	19-Mar-2025		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	20-Mar-2025	20-Mar-2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	21-Mar-2025	21-Mar-2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Assessment (Project) & Submission	22-Mar-2025	22-Mar-2025		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	23-Mar-2025	26-Mar-2025		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	27-Mar-2025	27-Mar-2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	28-Mar-2025	28-Mar-2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project) & Submission	29-Mar-2025	29-Mar-2025		

#### Module 4: Generative AI in Email and Landing Page Optimisation with Final Capstone

Unit	Description	Mode of Training	Start Date	End Date	Start Time	End Time
10	Automate Email Campaigns & Lead Nurturing	Asynchronous + Project (Self-Paced)	30-Mar-2025	2-Apr-2025		
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	3-Apr-2025	3-Apr-2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	4-Apr-2025	4-Apr-2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	In-class	5-Apr-2025	5-Apr-2025	9:00	1:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission	5-Apr-2025	5-Apr-2025		
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	6-Apr-2025	9-Apr-2025		
11	Landing Page Optimisation	Synchronous E-learning	10-Apr-2025	10-Apr-2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	11-Apr-2025	11-Apr-2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission	12-Apr-2025	12-Apr-2025		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	13-Apr-2025	16-Apr-2025		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	26-Apr-2025	26-Apr-2025	9:00	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project) & Submission	27-Apr-2025	28-Apr-2025		