

**Module 1: Digital Marketing Fundamentals**

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	7-Mar-25	10-Mar-25		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	11-Mar-25	11-Mar-25	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	12-Mar-25	12-Mar-25	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission	13-Mar-25	13-Mar-25		
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	14-Mar-25	17-Mar-25		
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	18-Mar-25	18-Mar-25	7:00 PM	9:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	19-Mar-25	19-Mar-25	7:00 PM	9:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	19-Mar-25	19-Mar-25	9:00 PM	10:00 PM
2	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission	20-Mar-25	20-Mar-25		
3	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	21-Mar-25	24-Mar-25		
3	Email Marketing & Lead Nurturing	Synchronous E-learning	25-Mar-25	25-Mar-25	7:00 PM	9:00 PM
3	Email Marketing & Lead Nurturing	Synchronous E-learning	26-Mar-25	26-Mar-25	7:00 PM	9:00 PM
3	Email Marketing & Lead Nurturing	Assessment (Quiz)	26-Mar-25	26-Mar-25	9:00 PM	10:00 PM
3	Email Marketing & Lead Nurturing	Project Submission	27-Mar-25	27-Mar-25		

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

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
4	Generative AI and its Marketing Applications	Asynchronous + Project (Self-Paced)	4-Apr-25	7-Apr-25		
4	Generative AI and its Marketing Applications	Synchronous E-learning	8-Apr-25	8-Apr-25	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	9-Apr-25	9-Apr-25	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission	10-Apr-25	10-Apr-25		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	11-Apr-25	14-Apr-25		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	15-Apr-25	15-Apr-25	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	16-Apr-25	16-Apr-25	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project) & Submission	17-Apr-25	17-Apr-25		
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	18-Apr-25	21-Apr-25		
6	Data Analytics for Marketing Insights	Synchronous E-learning	22-Apr-25	22-Apr-25	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	23-Apr-25	23-Apr-25	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project) & Submission	24-Apr-25	24-Apr-25		

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

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
7	Personalisation & Customer Journey Mapping	Asynchronous + Project (Self-Paced)	2-May-25	5-May-25		
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	6-May-25	6-May-25	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	7-May-25	7-May-25	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission	8-May-25	8-May-25		
7	Personalisation & Customer Journey Mapping	In-class	10-May-25	10-May-25	9:00 AM	1:00 PM
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	11-May-25	14-May-25		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	15-May-25	15-May-25	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	16-May-25	16-May-25	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Assessment (Project) & Submission	17-May-25	17-May-25		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	18-May-25	21-May-25		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	22-May-25	22-May-25	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	23-May-25	23-May-25	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project) & Submission	24-May-25	24-May-25		

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

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
10	Automate Email Campaigns & Lead Nurturing	Asynchronous + Project (Self-Paced)	25-May-25	28-May-25		
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	29-May-25	29-May-25	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	30-May-25	30-May-25	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission	31-May-25	31-May-25		
10	Automate Email Campaigns & Lead Nurturing	In-class	31-May-25	31-May-25	9:00 AM	1:00 PM
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	1-Jun-25	4-Jun-25		
11	Landing Page Optimisation	Synchronous E-learning	12-Jun-25	12-Jun-25	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	13-Jun-25	13-Jun-25	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission	14-Jun-25	14-Jun-25		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	15-Jun-25	18-Jun-25		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	21-Jun-25	21-Jun-25	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project) & Submission	22-Jun-25	23-Jun-25		