

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	Synchronous E-learning	07-Mar-2025	07-Mar-2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	08-Mar-2025	11-Mar-2025		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	12-Mar-2025	12-Mar-2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project (Self-Paced) Submission	13-Mar-2025	13-Mar-2025		
2	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	14-Mar-2025	17-Mar-2025		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	18-Mar-2025	18-Mar-2025	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	19-Mar-2025	19-Mar-2025	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	19-Mar-2025	19-Mar-2025	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project (Self-Paced) Submission	20-Mar-2025	20-Mar-2025		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	21-Mar-2025	24-Mar-2025		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	25-Mar-2025	25-Mar-2025	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	26-Mar-2025	26-Mar-2025	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	26-Mar-2025	26-Mar-2025	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project (Self-Paced) Submission	27-Mar-2025	27-Mar-2025		

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)	04-Apr-2025	07-Apr-2025		
4	Generative AI and its Marketing Applications	Synchronous E-learning	08-Apr-2025	08-Apr-2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	09-Apr-2025	09-Apr-2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project (Self-Paced) Submission	10-Apr-2025	10-Apr-2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	11-Apr-2025	21-Apr-2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	22-Apr-2025	22-Apr-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	23-Apr-2025	23-Apr-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	24-Apr-2025	24-Apr-2025		
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	25-Apr-2025	05-May-2025		
6	Data Analytics for Marketing Insights	Synchronous E-learning	06-May-2025	06-May-2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	07-May-2025	07-May-2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project) & Submission	08-May-2025	08-May-2025		

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)	09-May-2025	12-May-2025		
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	14-May-2025	14-May-2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	16-May-2025	16-May-2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	17-May-2025	17-May-2025	9:00 AM	1:00 PM
7	Personalisation & Customer Journey Mapping	Project (Self-Paced) Submission	22-May-2025	22-May-2025		
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	23-May-2025	02-Jun-2025		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	03-Jun-2025	03-Jun-2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	04-Jun-2025	04-Jun-2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Assessment (Project) & Submission	05-Jun-2025	05-Jun-2025		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	06-Jun-2025	16-Jun-2025		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	17-Jun-2025	17-Jun-2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	18-Jun-2025	18-Jun-2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project) & Submission	19-Jun-2025	19-Jun-2025		

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)	20-Jun-2025	23-Jun-2025		
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	24-Jun-2025	24-Jun-2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	25-Jun-2025	25-Jun-2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project (Self-Paced) & Submission	26-Jun-2025	26-Jun-2025		
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	28-Jun-2025	28-Jun-2025	9:00 AM	1:00 PM
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	04-Jul-2025	07-Jul-2025		
11	Landing Page Optimisation	Synchronous E-learning	08-Jul-2025	08-Jul-2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	09-Jul-2025	09-Jul-2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project (Self-Paced) & Submission	10-Jul-2025	10-Jul-2025		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	11-Jul-2025	18-Jul-2025		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	19-Jul-2025	19-Jul-2025	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project) & Submission	26-Jul-2025	26-Jul-2025		