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	25/06/2025	25/06/2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	27/06/2025	30/06/2025		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	01/07/2025	01/07/2025	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission (Self-Paced)		03/07/2025		
2	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	04/07/2025	07/07/2025		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	08/07/2025	08/07/2025	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	09/07/2025	09/07/2025	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	09/07/2025	09/07/2025	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project Submission (Self-Paced)		10/07/2025		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	11/07/2025	14/07/2025		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	15/07/2025	15/07/2025	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	16/07/2025	16/07/2025	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	16/07/2025	16/07/2025	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission (Self-Paced)		17/07/2025		

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)	25/07/2025	28/07/2025		
4	Generative AI and its Marketing Applications	Synchronous E-learning	29/07/2025	29/07/2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	30/07/2025	30/07/2025	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission (Self-Paced)		31/07/2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	01/08/2025	11/08/2025		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	12/08/2025	12/08/2025	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	13/08/2025	13/08/2025	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project Submission)	14/08/2025	14/08/2025	9:00 AM	5:00 PM
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	15/08/2025	25/08/2025		
6	Data Analytics for Marketing Insights	Synchronous E-learning	26/08/2025	26/08/2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	27/08/2025	27/08/2025	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project Submission)	28/08/2025	28/08/2025	9:00 AM	5:00 PM

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)	29/08/2025	01/09/2025		
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	02/09/2025	02/09/2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	03/09/2025	03/09/2025	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission (Self-Paced)		04/09/2025		
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	06/09/2025	06/09/2025	9:00 AM	1:00 PM
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	12/09/2025	15/09/2025		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	16/09/2025	16/09/2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	17/09/2025	17/09/2025	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Project Submission (Self-Paced)		18/09/2025		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	19/09/2025	29/09/2025		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	30/09/2025	30/09/2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	01/10/2025	01/10/2025	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project Submission)	02/10/2025	02/10/2025	9:00 AM	5:00 PM

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)	03/10/2025	06/10/2025		
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	07/10/2025	07/10/2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	08/10/2025	08/10/2025	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission (Self-Paced)		09/10/2025		
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	11/10/2025	11/10/2025	9:00 AM	1:00 PM
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	12/10/2025	20/10/2025		
11	Landing Page Optimisation	Synchronous E-learning	21/10/2025	21/10/2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	22/10/2025	22/10/2025	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission (Self-Paced)		23/10/2025		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	24/10/2025	31/10/2025		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	01/11/2025	01/11/2025	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	03/11/2025	03/11/2025	9:00 AM	4:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	10/11/2025	10/11/2025	9:00 AM	4:00 PM