

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-Jun-25	25-Jun-25	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	27-Jun-25	30-Jun-25		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	1-Jul-25	1-Jul-25	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission (Self-Paced)		3-Jul-25		
2	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	4-Jul-25	7-Jul-25		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	8-Jul-25	8-Jul-25	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	9-Jul-25	9-Jul-25	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	9-Jul-25	9-Jul-25	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project Submission (Self-Paced)		10-Jul-25		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	11-Jul-25	14-Jul-25		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	15-Jul-25	15-Jul-25	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	16-Jul-25	16-Jul-25	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	16-Jul-25	16-Jul-25	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission (Self-Paced)		17-Jul-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)	25-Jul-25	28-Jul-25		
4	Generative AI and its Marketing Applications	Synchronous E-learning	29-Jul-25	29-Jul-25	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	30-Jul-25	30-Jul-25	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission (Self-Paced)		31-Jul-25		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	1-Aug-25	11-Aug-25		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	12-Aug-25	12-Aug-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	13-Aug-25	13-Aug-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)	14-Aug-25	14-Aug-25	9:00 AM	5:00 PM
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	15-Aug-25	25-Aug-25		
6	Data Analytics for Marketing Insights	Synchronous E-learning	26-Aug-25	26-Aug-25	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	27-Aug-25	27-Aug-25	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project Submission)	28-Aug-25	28-Aug-25	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-Aug-25	1-Sep-25		
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	2-Sep-25	2-Sep-25	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	3-Sep-25	3-Sep-25	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission (Self-Paced)		4-Sep-25		
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	6-Sep-25	6-Sep-25	9:00 AM	1:00 PM
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	12-Sep-25	15-Sep-25		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	16-Sep-25	16-Sep-25	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	17-Sep-25	17-Sep-25	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Project Submission (Self-Paced)		18-Sep-25		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	19-Sep-25	29-Sep-25		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	30-Sep-25	30-Sep-25	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	1-Oct-25	1-Oct-25	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project Submission)	2-Oct-25	2-Oct-25	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)	3-Oct-25	6-Oct-25		
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	7-Oct-25	7-Oct-25	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	8-Oct-25	8-Oct-25	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission (Self-Paced)		9-Oct-25		
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	11-Oct-25	11-Oct-25	9:00 AM	1:00 PM
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	12-Oct-25	20-Oct-25		
11	Landing Page Optimisation	Synchronous E-learning	21-Oct-25	21-Oct-25	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	22-Oct-25	22-Oct-25	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission (Self-Paced)		23-Oct-25		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	24-Oct-25	31-Oct-25		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	1-Nov-25	1-Nov-25	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	3-Nov-25	3-Nov-25	9:00 AM	4:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	10-Nov-25	10-Nov-25	9:00 AM	4:00 PM