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