

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	24/03/2026	24/03/2026	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Asynchronous + Project (Self-Paced)	27/03/2026	30/03/2026		
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	01/04/2026	01/04/2026	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission (Self-Paced)		02/04/2026		
2	Email Marketing & Lead Nurturing	Asynchronous + Project (Self-Paced)	03/04/2026	06/04/2026		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	07/04/2026	07/04/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	08/04/2026	08/04/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	08/04/2026	08/04/2026	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project Submission (Self-Paced)		09/04/2026		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Asynchronous + Project (Self-Paced)	10/04/2026	13/04/2026		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	14/04/2026	14/04/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	15/04/2026	15/04/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	15/04/2026	15/04/2026	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission (Self-Paced)		16/04/2026		

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)	24/04/2026	27/04/2026		
4	Generative AI and its Marketing Applications	Synchronous E-learning	28/04/2026	28/04/2026	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	29/04/2026	29/04/2026	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission (Self-Paced)		30/04/2026		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Asynchronous + Project (Self-Paced)	01/05/2026	11/05/2026		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	12/05/2026	12/05/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	13/05/2026	13/05/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project Submission)	14/05/2026	14/05/2026	9:00 AM	5:00 PM
6	Data Analytics for Marketing Insights	Asynchronous + Project (Self-Paced)	15/05/2026	18/05/2026		
6	Data Analytics for Marketing Insights	Synchronous E-learning	19/05/2026	19/05/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	20/05/2026	20/05/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project Submission)	21/05/2026	21/05/2026	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)	29/05/2026	01/06/2026		
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	30/05/2026	30/05/2026	9:00 AM	1:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	02/06/2026	02/06/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	03/06/2026	03/06/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission (Self-Paced)		04/06/2026		
8	Enhance Social Media Campaigns with AI	Asynchronous + Project (Self-Paced)	05/06/2026	08/06/2026		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	09/06/2026	09/06/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	10/06/2026	10/06/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Project Submission (Self-Paced)		11/06/2026		
9	Social Media Scheduling and Performance Tracking	Asynchronous + Project (Self-Paced)	12/06/2026	15/06/2026		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	16/06/2026	16/06/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	17/06/2026	17/06/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project Submission)	18/06/2026	18/06/2026	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)	26/06/2026	29/06/2026		
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	27/06/2026	27/06/2026	9:00 AM	1:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	30/06/2026	30/06/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	01/07/2026	01/07/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission (Self-Paced)		02/07/2026		
11	Landing Page Optimisation	Asynchronous + Project (Self-Paced)	03/07/2026	06/07/2026		
11	Landing Page Optimisation	Synchronous E-learning	07/07/2026	07/07/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	08/07/2026	08/07/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission (Self-Paced)		09/07/2026		
12	Capstone and Review, Career Preparation and Interview Tips	Asynchronous + Project (Self-Paced)	10/07/2026	17/07/2026		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	18/07/2026	18/07/2026	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	20/07/2026	20/07/2026	9:00 AM	4:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	21/07/2026	21/07/2026	9:00 AM	4:00 PM