Module 1: Digital Marketing Fundamentals

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
1-3	Self-directed learning for Unit 1-3	Asynchronous E-learing	01/04/2026	24/04/2026		

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
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	Synchronous E-learning	08/04/2026	08/04/2026	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission (Self-Paced)		10/04/2026		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	14/04/2026	14/04/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	15/04/2026	15/04/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	15/04/2026	15/04/2026	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project Submission (Self-Paced)		17/04/2026		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	21/04/2026	21/04/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	22/04/2026	22/04/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	22/04/2026	22/04/2026	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission (Self-Paced)		24/04/2026		

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
4-6	Self-directed learning for Unit 4-6	Asynchronous E-learning	28/04/2026	15/05/2026		

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
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)		01/05/2026		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	05/05/2026	05/05/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	06/05/2026	06/05/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project Submission)	08/05/2026	08/05/2026	9:00 AM	5:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	12/05/2026	12/05/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	13/05/2026	13/05/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Assessment (Project Submission)	15/05/2026	15/05/2026	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
7-9	Self-directed learning for Unit 7-9	Asynchronous E-learning	16/05/2026	05/06/2026		

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	19/05/2026	19/05/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	20/05/2026	20/05/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	16/05/2026	16/05/2026	9:00 AM	1:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission (Self-Paced)		22/05/2026		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	26/05/2026	26/05/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	28/05/2026	28/05/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Project Submission (Self-Paced)		30/05/2026		
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	02/06/2026	02/06/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	03/06/2026	03/06/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project Submission)	05/06/2026	05/06/2026	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
10-12	Self-directed learning for Unit 10-12	Asynchronous E-learning	06/09/2026	30/06/2026		

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	09/06/2026	09/06/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	10/06/2026	10/06/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	06/06/2026	06/06/2026	9:00 AM	1:00 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission (Self-Paced)		12/06/2026		
11	Landing Page Optimisation	Synchronous E-learning	16/06/2026	16/06/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	17/06/2026	17/06/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission (Self-Paced)		19/06/2026		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	27/06/2026	27/06/2026	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	29/06/2026	29/06/2026	9:00 AM	4:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	30/06/2026	30/06/2026	9:00 AM	4:00 PM