

## Module 1: Digital Marketing Fundamentals (14/07/2026 - 06/08/2026)

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
1-3	Self-directed learning for Unit 1-3	Asynchronous E-learning	15/07/2026	06/08/2026		
Unit	Description	Mode	Start Date	End Date	Start Time	End Time
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	14/07/2026	14/07/2026	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Synchronous E-learning	22/07/2026	22/07/2026	7:00 PM	9:00 PM
1	The Digital Marketing Landscape, Buyer Personas & Target Audiences	Project Submission (Self-Paced)		23/07/2026		
2	Email Marketing & Lead Nurturing	Synchronous E-learning	28/07/2026	28/07/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Synchronous E-learning	29/07/2026	29/07/2026	7:00 PM	9:00 PM
2	Email Marketing & Lead Nurturing	Assessment (Quiz)	29/07/2026	29/07/2026	9:00 PM	10:00 PM
2	Email Marketing & Lead Nurturing	Project Submission (Self-Paced)		30/07/2026		
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	04/08/2026	04/08/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Synchronous E-learning	05/08/2026	05/08/2026	7:00 PM	9:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Assessment (Quiz)	05/08/2026	05/08/2026	9:00 PM	10:00 PM
3	SEO & Content Strategy Essentials, Social Media Marketing Essentials	Project Submission (Self-Paced)		06/08/2026		

## Module 2: Introduction to Generative AI and its Uses in Content Generation and Marketing Analytics (24/08/2026 - 03/09/2026)

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
4-6	Self-directed learning for Unit 4-6	Asynchronous + Project (Self-Paced)	14/08/2026	03/09/2026		
Unit	Description	Mode	Start Date	End Date	Start Time	End Time
4	Generative AI and its Marketing Applications	Synchronous E-learning	18/08/2026	18/08/2026	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Synchronous E-learning	19/08/2026	19/08/2026	7:00 PM	9:00 PM
4	Generative AI and its Marketing Applications	Project Submission (Self-Paced)		20/08/2026		
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project Presentation)	22/08/2026	22/08/2026	9:00 AM	6:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	25/08/2026	25/08/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Synchronous E-learning	26/08/2026	26/08/2026	7:00 PM	9:00 PM
5	AI for Content Generation and Blog Writing, AI-driven Keyword Research and SEO Optimisation	Assessment (Project Submission)	27/08/2026	27/08/2026	9:00 AM	5:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	01/09/2026	01/09/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Synchronous E-learning	02/09/2026	02/09/2026	7:00 PM	9:00 PM
6	Data Analytics for Marketing Insights	Project Submission (Self-Paced)		03/09/2026		

### Module 3: Uses of Generative AI in Marketing Personalisation and Social Media Campaigns (04/09/2026 - 26/09/2026)

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
7-9	Self-directed learning for Unit 7-9	Asynchronous + Project (Self-Paced)	04/09/2026	26/09/2026		
Unit	Description	Mode	Start Date	End Date	Start Time	End Time
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	07/09/2026	07/09/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Synchronous E-learning	08/09/2026	08/09/2026	7:00 PM	9:00 PM
7	Personalisation & Customer Journey Mapping	Project Submission (Self-Paced)		10/09/2026		
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	15/09/2026	15/09/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Synchronous E-learning	16/09/2026	16/09/2026	7:00 PM	9:00 PM
8	Enhance Social Media Campaigns with AI	Project Submission (Self-Paced)		17/09/2026		
7	Personalisation & Customer Journey Mapping	Guest Speakers (In-class)	17/09/2026	17/09/2026	6:45 PM	10:45 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	22/09/2026	22/09/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Synchronous E-learning	23/09/2026	23/09/2026	7:00 PM	9:00 PM
9	Social Media Scheduling and Performance Tracking	Assessment (Project Presentation & Submission)	26/09/2026	26/09/2026	9:00 AM	6:00 PM

### Module 4: Generative AI in Email and Landing Page Optimisation with Final Capstone (27/09/2026 - 20/10/2026)

Unit	Description	Mode	Start Date	End Date	Start Time	End Time
10-12	Self-directed learning for Unit 10-12	Asynchronous + Project (Self-Paced)	27/09/2026	20/10/2026		
Unit	Description	Mode	Start Date	End Date	Start Time	End Time
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	29/09/2026	29/09/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Synchronous E-learning	30/09/2026	30/09/2026	7:00 PM	9:00 PM
10	Automate Email Campaigns & Lead Nurturing	Guest Speakers (In-class)	01/10/2026	01/10/2026	6:45 PM	10:45 PM
10	Automate Email Campaigns & Lead Nurturing	Project Submission (Self-Paced)		01/10/2026		
11	Landing Page Optimisation	Synchronous E-learning	06/10/2026	06/10/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Synchronous E-learning	07/10/2026	07/10/2026	7:00 PM	9:00 PM
11	Landing Page Optimisation	Project Submission (Self-Paced)		08/10/2026		
12	Capstone and Review, Career Preparation and Interview Tips	In-class	10/10/2026	10/10/2026	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Presentation)	17/10/2026	17/10/2026	9:00 AM	6:00 PM
12	Capstone and Review, Career Preparation and Interview Tips	Assessment (Project Submission)	20/10/2026	20/10/2026	9:00 AM	3:00 PM