

Week	Module	Topic	Class Type	Mode / Venue	Date	Day	Time	Hours	Instructors
1	Orientation	Course Introduction and Orientation: Becoming an AI-First Integrated Marketing Strategist	Orientation	Online (Zoom)	11 Jan 2027	Monday	7:00 PM - 9:00 PM	2	Jon Chin & Alvin Tan
1	AI Consumer Behaviour and Decision Making	Topic 1: AI Fluency and Marketing Capability Scan	Lecture	NTU@one-north	16 Jan 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
1	Career Workshop Module 1	Fundamentals of Career Discovery, Navigation and Readiness	Lecture	NTU@one-north	16 Jan 2027	Saturday	1:00 PM - 4:00 PM	3	Justus Teo
2	AI Consumer Behaviour and Decision Making	Topic 1: AI Fluency and Marketing Capability Scan	Lecture	Online (Zoom)	18 Jan 2027	Monday	7:00 PM - 10:00 PM	3	Jon Chin
2	AI Consumer Behaviour and Decision Making	Topic 1: AI Fluency and Marketing Capability Scan	Self Learning	Online (self-paced)	20 Jan 2027	Wednesday	Self-Paced	2	Jon Chin
2	AI Consumer Behaviour and Decision Making	Topic 2: Zero Click Discovery and Multi Surface Decision Making	Lecture	NTU@one-north	23 Jan 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
2	AI Consumer Behaviour and Decision Making	Topic 2: Zero Click Discovery and Multi Surface Decision Making	Lecture	NTU@one-north	23 Jan 2027	Saturday	1:00 PM - 4:00 PM	3	Jon Chin
3	AI Consumer Behaviour and Decision Making	Topic 3: Cognitive Biases in AI Driven Contexts	Lecture	Online (Zoom)	26 Jan 2027	Tuesday	7:00 PM - 10:00 PM	3	Dr. Valerie Lee
3	AI Consumer Behaviour and Decision Making	Topic 3: Cognitive Biases in AI Driven Contexts	Self Learning	Online (self-paced)	27 Jan 2027	Wednesday	Self-Paced	2	Jon Chin
3	Capstone: AI-Driven Marketing Strategy and ROI Planning	Capstone Launch: Brief, Team Formation, Challenge Framing and Marketplace Context	Workshop	Online (Zoom)	28 Jan 2027	Thursday	7:00 PM - 9:00 PM	2	Jon Chin
4	AI Consumer Behaviour and Decision Making	Topic 4: Emotional Drivers and Platform Psychology	Lecture	Online (Zoom)	02 Feb 2027	Tuesday	7:00 PM - 10:00 PM	3	Dr. Valerie Lee
4	AI Consumer Behaviour and Decision Making	Topic 4: Emotional Drivers and Platform Psychology	Self Learning	Online (self-paced)	03 Feb 2027	Wednesday	Self-Paced	2	Jon Chin
5	AI Consumer Behaviour and Decision Making	Topic 5: Trust Formation and Proof Systems in the AI Era	Self Learning	Online (self-paced)	10 Feb 2027	Wednesday	Self-Paced	2	Jon Chin
5	Career Workshop Module 2	Career Marketplace - Labour Market Research and Career Planning	Lecture	NTU@one-north	13 Feb 2027	Saturday	9:30 AM - 12:30 PM	3	Justus Teo
6	AI Consumer Behaviour and Decision Making	Topic 5: Trust Formation and Proof Systems in the AI Era	Lecture	Online (Zoom)	16 Feb 2027	Tuesday	7:00 PM - 10:00 PM	3	Dr. Valerie Lee
6	AI Consumer Behaviour and Decision Making	Topic 6: Cultural Frames and Southeast Asian Consumer Patterns	Lecture	Online (Zoom)	18 Feb 2027	Thursday	7:00 PM - 10:00 PM	3	Jon Chin
6	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 1: Draft Consumer and Decision-Journey Diagnosis	Guided Capstone Project Work	Online (self-paced)	19 Feb 2027	Friday	Self-Paced	2	
6	AI Consumer Behaviour and Decision Making	Topic 6: Cultural Frames and Southeast Asian Consumer Patterns	Lecture	NTU@one-north	20 Feb 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
6	AI Consumer Behaviour and Decision Making	Topic 6: Cultural Frames and Southeast Asian Consumer Patterns	Lecture	NTU@one-north	20 Feb 2027	Saturday	1:00 PM - 3:00 PM	2	Jon Chin
7	AI Consumer Behaviour and Decision Making	Topic 6: Cultural Frames and Southeast Asian Consumer Patterns - Module Assessment	Assessment	Online (Zoom)	22 Feb 2027	Monday	7:00 PM - 8:00 PM	1	Jon Chin
7	From SEO to GEO: How AI Interprets Brands	Topic 1: Why SEO Alone Fails in the AI Era	Lecture	Online (Zoom)	23 Feb 2027	Tuesday	7:00 PM - 10:00 PM	3	Nick Goh
7	From SEO to GEO: How AI Interprets Brands	Topic 1: Why SEO Alone Fails in the AI Era	Lecture	Online (Zoom)	25 Feb 2027	Thursday	7:00 PM - 9:00 PM	2	Nick Goh
7	Career Workshop Module 3	Career Competitiveness Prep: Personal Branding & Resume	Lecture	NTU@one-north	27 Feb 2027	Saturday	9:30 AM - 12:30 PM	3	Justus Teo
8	From SEO to GEO: How AI Interprets Brands	Topic 2: GEO Fundamentals, Retrieval, Ranking and Representation	Lecture	Online (Zoom)	01 Mar 2027	Monday	7:00 PM - 10:00 PM	3	Nick Goh
8	From SEO to GEO: How AI Interprets Brands	Topic 2: GEO Fundamentals, Retrieval, Ranking and Representation	Self Learning	Online (self-paced)	03 Mar 2027	Wednesday	Self-Paced	2	
8	From SEO to GEO: How AI Interprets Brands	Topic 3: How AI Interprets Brands, Summarisation and Weighting	Lecture	NTU@one-north	06 Mar 2027	Saturday	9:00 AM - 12:00 PM	3	Nick Goh
8	From SEO to GEO: How AI Interprets Brands	Topic 3: How AI Interprets Brands, Summarisation and Weighting	Lecture	NTU@one-north	06 Mar 2027	Saturday	1:00 PM - 4:00 PM	3	Nick Goh
9	From SEO to GEO: How AI Interprets Brands	Topic 4: Identity Signals and Entity Clarity	Lecture	Online (Zoom)	08 Mar 2027	Monday	7:00 PM - 10:00 PM	3	Nick Goh
9	From SEO to GEO: How AI Interprets Brands	Topic 4: Identity Signals and Entity Clarity	Lecture	Online (Zoom)	09 Mar 2027	Tuesday	7:00 PM - 10:00 PM	3	Nick Goh
9	From SEO to GEO: How AI Interprets Brands	Topic 4: Identity Signals and Entity Clarity	Self Learning	Online (self-paced)	11 Mar 2027	Thursday	Self-Paced	2	
9	From SEO to GEO: How AI Interprets Brands	Topic 5: Information Architecture for GEO, Non Technical	Lecture	Online (Zoom)	11 Mar 2027	Thursday	7:00 PM - 10:00 PM	3	Nick Goh
9	From SEO to GEO: How AI Interprets Brands	Topic 5: Information Architecture for GEO, Non Technical	Self Learning	Online (self-paced)	12 Mar 2027	Friday	Self-Paced	4	

9	From SEO to GEO: How AI Interprets Brands	Topic 6: GEO Diagnostic Workshop	Workshop	NTU@one-north	13 Mar 2027	Saturday	10:00 AM - 12:00 PM	2	Nick Goh
9	From SEO to GEO: How AI Interprets Brands	Topic 6: GEO Diagnostic Workshop	Workshop	NTU@one-north	13 Mar 2027	Saturday	1:00 PM - 5:00 PM	4	Nick Goh
10	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 2: GEO Evidence Log and Diagnostic Summary - Submission Checkpoint	Guided Capstone Project Work	Online (self-paced)	15 Mar 2027	Monday	Self-Paced during preceding learning period; submission checkpoint on stated date	2	
10	From SEO to GEO: How AI Interprets Brands	Topic 6: GEO Diagnostic Workshop - Module Assessment	Assessment	Online (Zoom)	15 Mar 2027	Monday	7:00 PM - 8:00 PM	1	Nick Goh
10	Brand Signal Systems and Trust Infrastructure	Topic 1: Introduction to Brand Signal Architecture, SignalStack	Lecture	Online (Zoom)	16 Mar 2027	Tuesday	7:00 PM - 10:00 PM	3	Jon Chin
10	Brand Signal Systems and Trust Infrastructure	Topic 1: Introduction to Brand Signal Architecture, SignalStack	Self Learning	Online (self-paced)	17 Mar 2027	Wednesday	Self-Paced	2	
10	Capstone: AI-Driven Marketing Strategy and ROI Planning	Capstone Strategic Checkpoint: Consumer Diagnosis, GEO Findings and Initial Brand-Signal Framing	Coaching Clinic	Online (Zoom)	18 Mar 2027	Thursday	7:00 PM - 9:00 PM	2	Jon Chin
10	Career Workshop Module 4	Career Competitiveness Prep: Interview prep - Do or Don't Do - There is no "Try"	Lecture	NTU@one-north	19 Mar 2027	Friday	7:00 PM - 10:00 PM	3	Justus Teo
10	Brand Signal Systems and Trust Infrastructure	Topic 1: Introduction to Brand Signal Architecture, SignalStack	Lecture	NTU@one-north	20 Mar 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
10	Brand Signal Systems and Trust Infrastructure	Topic 2: Identity Signals	Lecture	NTU@one-north	20 Mar 2027	Saturday	1:00 PM - 4:00 PM	3	Jon Chin
11	Brand Signal Systems and Trust Infrastructure	Topic 2: Identity Signals	Lecture	Online (Zoom)	22 Mar 2027	Monday	7:00 PM - 9:00 PM	2	Jon Chin
11	Brand Signal Systems and Trust Infrastructure	Topic 3: Proof Signals	Self Learning	Online (self-paced)	24 Mar 2027	Wednesday	Self-Paced	2	
11	Brand Signal Systems and Trust Infrastructure	Topic 3: Proof Signals	Lecture	NTU@one-north	27 Mar 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
11	Brand Signal Systems and Trust Infrastructure	Topic 4: Trust Signals	Lecture	NTU@one-north	27 Mar 2027	Saturday	1:00 PM - 4:00 PM	3	Jon Chin
12	Brand Signal Systems and Trust Infrastructure	Topic 5: PurposeFlow, Purpose as Trust Infrastructure	Lecture	Online (Zoom)	30 Mar 2027	Tuesday	7:00 PM - 10:00 PM	3	Jon Chin
12	Brand Signal Systems and Trust Infrastructure	Topic 4: Trust Signals	Self Learning	Online (self-paced)	31 Mar 2027	Wednesday	Self-Paced	2	
12	Brand Signal Systems and Trust Infrastructure	Topic 6: Experience Signals	Lecture	Online (Zoom)	01 Apr 2027	Thursday	7:00 PM - 10:00 PM	3	Jon Chin
12	Brand Signal Systems and Trust Infrastructure	Topic 5: PurposeFlow, Purpose as Trust Infrastructure	Lecture	NTU@one-north	03 Apr 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
12	Brand Signal Systems and Trust Infrastructure	Topic 6: Experience Signals	Lecture	NTU@one-north	03 Apr 2027	Saturday	1:00 PM - 4:00 PM	3	Jon Chin
13	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 3: Brand-Signal and Trust-Gap Matrix - Submission Checkpoint	Guided Capstone Project Work	Online (self-paced)	05 Apr 2027	Monday	Self-Paced during preceding learning period; submission checkpoint on stated date	2	
13	Brand Signal Systems and Trust Infrastructure	Topic 6: Experience Signals - Module Assessment	Assessment	Online (Zoom)	05 Apr 2027	Monday	7:00 PM - 8:00 PM	1	Jon Chin
13	AI-Enabled Insight, Content and Activation Systems	Topic 1: AI Insight Tools and Motivation Analysis	Lecture	Online (Zoom)	06 Apr 2027	Tuesday	7:00 PM - 10:00 PM	3	Tommy Foo
13	AI-Enabled Insight, Content and Activation Systems	Topic 1: AI Insight Tools and Motivation Analysis	Self Learning	Online (self-paced)	07 Apr 2027	Wednesday	Self-Paced	2	
13	AI-Enabled Insight, Content and Activation Systems	Topic 1: AI Insight Tools and Motivation Analysis	Lecture	NTU@one-north	10 Apr 2027	Saturday	9:00 AM - 12:00 PM	3	Tommy Foo
13	AI-Enabled Insight, Content and Activation Systems	Topic 2: Behavioural Signal Mapping for Asia	Lecture	NTU@one-north	10 Apr 2027	Saturday	1:00 PM - 4:00 PM	3	Tommy Foo
14	AI-Enabled Insight, Content and Activation Systems	Topic 2: Behavioural Signal Mapping for Asia	Lecture	Online (Zoom)	12 Apr 2027	Monday	7:00 PM - 10:00 PM	3	Tommy Foo
14	AI-Enabled Insight, Content and Activation Systems	Topic 3: AI Fact Packs for Brand Accuracy	Self Learning	Online (self-paced)	14 Apr 2027	Wednesday	Self-Paced	2	
14	AI-Enabled Insight, Content and Activation Systems	Topic 3: AI Fact Packs for Brand Accuracy	Lecture	NTU@one-north	17 Apr 2027	Saturday	9:00 AM - 12:00 PM	3	Tommy Foo
14	AI-Enabled Insight, Content and Activation Systems	Topic 4: Modular Content Systems	Lecture	NTU@one-north	17 Apr 2027	Saturday	1:00 PM - 4:00 PM	3	Tommy Foo
15	AI-Enabled Insight, Content and Activation Systems	Topic 5: FAQ Systems for AI Surfaces	Self Learning	Online (self-paced)	21 Apr 2027	Wednesday	Self-Paced	2	
15	AI-Enabled Insight, Content and Activation Systems	Topic 4: Modular Content Systems	Lecture	NTU@one-north	24 Apr 2027	Saturday	9:00 AM - 12:00 PM	3	Tommy Foo
15	AI-Enabled Insight, Content and Activation Systems	Topic 5: FAQ Systems for AI Surfaces	Lecture	NTU@one-north	24 Apr 2027	Saturday	1:00 PM - 4:00 PM	3	Tommy Foo
16	AI-Enabled Insight, Content and Activation Systems	Topic 6: Personalisation and Micro Adaptation Systems	Lecture	Online (Zoom)	26 Apr 2027	Monday	7:00 PM - 10:00 PM	3	Tommy Foo
16	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 4: Draft Integrated Activation Blueprint	Guided Capstone Project Work	Online (self-paced)	27 Apr 2027	Tuesday	Self-Paced	2	
16	AI-Enabled Insight, Content and Activation Systems	Topic 6: Personalisation and Micro Adaptation Systems	Lecture	Online (Zoom)	28 Apr 2027	Wednesday	7:00 PM - 9:00 PM	2	Tommy Foo
16	Capstone: AI-Driven Marketing Strategy and ROI Planning	Capstone Integration and ROI Clinic: Activation Choices, Evidence and Commercial Case	Coaching Clinic	Online (Zoom)	29 Apr 2027	Thursday	7:00 PM - 9:00 PM	2	Jon Chin

16	AI-Enabled Insight, Content and Activation Systems	Topic 6: Personalisation and Micro Adaptation Systems Module Assessment	Assessment	Online (Zoom)	30 Apr 2027	Friday	7:00 PM - 8:00 PM	1	Tommy Foo
17	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 5: Draft Strategy, Implementation Roadmap and ROI Model	Guided Capstone Project Work	Online (self-paced)	03 May 2027	Monday	Self-Paced	2	
17	Capstone: AI-Driven Marketing Strategy and ROI Planning	Guided Capstone Project Work 6: Final Submission, Presentation and AI-Use Declaration	Guided Capstone Project Work	Online (self-paced)	05 May 2027	Wednesday	Self-Paced	2	
17	Career Workshop Module 5	Career Transition and Stabilization	Lecture	NTU@one-north	07 May 2027	Friday	7:00 PM - 9:30 PM	3	Justus Teo
17	Capstone: AI-Driven Marketing Strategy and ROI Planning	Activation and Strategic Application Lab: Testing and Refining the Integrated Blueprint	Workshop	NTU@one-north	08 May 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
17	Capstone: AI-Driven Marketing Strategy and ROI Planning	Integrated Blueprint Workshop Part 1: Strategic Synthesis	Workshop	NTU@one-north	08 May 2027	Saturday	1:00 PM - 4:00 PM	3	Jon Chin
17	Capstone: AI-Driven Marketing Strategy and ROI Planning	Integrated Blueprint Workshop Part 2: ROI and Implementation Planning	Workshop	NTU@one-north	08 May 2027	Saturday	4:00 PM - 6:00 PM	2	Jon Chin
18	Capstone: AI-Driven Marketing Strategy and ROI Planning	Final Capstone Team Presentations	Workshop	NTU@one-north	15 May 2027	Saturday	9:00 AM - 12:00 PM	3	Jon Chin
18	Capstone: AI-Driven Marketing Strategy and ROI Planning	Final Capstone Assessment: Structured Team Defence, Evidence Verification and AI-Use Declaration Review	Assessment	NTU@one-north	15 May 2027	Saturday	1:00 PM - 2:00 PM	1	Jon Chin
18	Capstone: AI-Driven Marketing Strategy and ROI Planning	Panel Feedback, Peer Review and Implementation Discussion	Workshop	NTU@one-north	15 May 2027	Saturday	2:00 PM - 4:00 PM	2	Jon Chin

• In-person sessions are held at NTU@one-north (11 Slim Barracks Rise, Singapore 138664)

• NTU reserves the right to change the date, mode or venue of lessons or cancel them due to unforeseen circumstances