



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

NTU Academy for Professional
and Continuing Education

(SCTP) Advanced Professional Certificate in Digital Marketing

Week	Module	Module Name	Class Type	Online Type	Topics	Hours	Mode	Date	Day	Time	
Wk 0		Start of SCTP Program for Cohort 12	Orientation	Synchronous	Welcome / Course Briefing	2	Virtual	8-Jul-25	Tuesday	7:00 pm	to 8:00 pm
Wk 1	SMM	Tapping into the Power of Social Media marketing	Lecture #1	Synchronous	Lecture 1	3	Virtual	9-Jul-25	Wednesday	7:00 pm	to 10:00 pm
		Tapping into the Power of Social Media marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12					
Wk 2	SMM	Tapping into the Power of Social Media marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	16-Jul-25	Wednesday	7:00 pm	to 10:00 pm
		Tapping into the Power of Social Media marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3					
	CRPW	Fundamentals of Career Discovery, Navigation and Readiness	Workshop	Synchronous	Module 1 CRPW Workshop #1		F2F	18-Jul-25	Friday	7:00 pm	to 9:30 pm
	SMM	Tapping into the Power of Social Media marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	19-Jul-25	Saturday	9:00 am	to 12:00 pm
	SMM	Tapping into the Power of Social Media marketing	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	19-Jul-25	Saturday	1:00 pm	to 3:00 pm
		Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4					
Wk 3	SMM	Tapping into the Power of Social Media marketing	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	23-Jul-25	Wednesday	7:00 pm	to 10:00 pm
		Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5					
		Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Coursework (Individual Project)	7					
Wk 4	SMM	Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced				
	SMM	Tapping into the Power of Social Media marketing	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	30-Jul-25	Wednesday	7:00 pm	to 8:00 pm

					Total Hours	60						
Wk 5	CCM	Content Creation for Marketing	Lecture #1	Synchronous	Lecture 1	3	Virtual	7-Aug-25	Thursday	7:00 pm	to	10:00 pm
		Content Creation for Marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
Wk 6	CCM	Content Creation for Marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	14-Aug-25	Thursday	7:00 pm	to	10:00 pm
		Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	7						
	CCM	Content Creation for Marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	23-Aug-25	Saturday	9:00 am	to	12:00 pm
	CCM	Content Creation for Marketing	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	23-Aug-25	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Marketplace - Labour Market Research and Career Planning	Workshop	Synchronous	Module 2 CRPW Workshop #2		F2F	23-Aug-25	Saturday	3:00 pm	to	6:00 pm
Wk 7	CCM	Content Creation for Marketing	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	28-Aug-25	Thursday	7:00 pm	to	10:00 pm
		Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
		Content Creation for Marketing	Coursework	Asynchronous	Coursework (Individual Project)	7						
Wk 8	CCM	Content Creation for Marketing	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
	CCM	Content Creation for Marketing	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	4-Sep-25	Thursday	7:00 pm	to	8:00 pm
					Total Hours	60						
Wk 9	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #1	Synchronous	Lecture 1	3	Virtual	10-Sep-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Marketing (Google Ads)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
	CRPW	Career Readiness – Personal Branding & Resume	Workshop	Synchronous	Module 3 CRPW Workshop #3		F2F	13-Sep-25	Saturday	3:00 pm	to	6:00 pm
Wk 10	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #2	Synchronous	Lecture 2	3	Virtual	17-Sep-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Marketing (Google Ads)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3						
	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	20-Sep-25	Saturday	9:00 am	to	12:00 pm
	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	20-Sep-25	Saturday	1:00 pm	to	3:00 pm

		A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
Wk 11	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	24-Sep-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
		A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Coursework (Individual Project)	7						
Wk 12	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	1-Oct-25	Wednesday	7:00 pm	to	8:00 pm
					Total Hours	60						
Wk 13	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #1	Synchronous	Lecture 1	3	Virtual	8-Oct-25	Wednesday	7:00 pm	to	10:00 pm
		Gaining customer insights with Digital Marketing Analytics!	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
	CRPW	Career Readiness – Interview prep & Mock Interviews	Workshop	Synchronous	Module 4/5 CRPW Workshop #4/5		F2F	11-Oct-25	Saturday	9:30 am	to	12:30 pm
Wk 14	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #2	Synchronous	Lecture 2	3	Virtual	15-Oct-25	Wednesday	7:00 pm	to	10:00 pm
		Gaining customer insights with Digital Marketing Analytics!	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3						
	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	18-Oct-25	Saturday	9:00 am	to	12:00 pm
	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	18-Oct-25	Saturday	1:00 pm	to	3:00 pm
		Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
Wk 15	DMA	Gaining customer insights with Digital Marketing Analytics!	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	22-Oct-25	Wednesday	7:00 pm	to	10:00 pm
		Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
		Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Coursework (Individual Project)	8						
Wk 16	DMA	Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
	DMA	Gaining customer insights with Digital Marketing Analytics!	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	29-Oct-25	Wednesday	7:00 pm	to	8:00 pm
					Total Hours	60						

Wk 17	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #1	Synchronous	Lecture 1	3	Virtual	5-Nov-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Optimization (SEO)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
Wk 18	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #2	Synchronous	Lecture 2	3	Virtual	12-Nov-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Optimization (SEO)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	4						
		A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	3						
	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	15-Nov-25	Saturday	9:00 am	to	12:00 pm
	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	15-Nov-25	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Transition and Stabilization	Workshop	Synchronous	Module 6 CRPW Workshop #6		F2F	15-Nov-25	Saturday	3:00 pm	to	6:00 pm
Wk 19	SEO	A Practical Approach to Search Engine Optimization (SEO)	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	19-Nov-25	Wednesday	7:00 pm	to	10:00 pm
		A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
		A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Coursework (Individual Project)	7						
Wk 20	SEO	A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
	SEO	A Practical Approach to Search Engine Optimization (SEO)	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	26-Nov-25	Wednesday	7:00 pm	to	8:00 pm
					Total Hours	60						
Wk 21	ECOM	Strategy for Selling Online - Capstone	Lecture #1	Synchronous	eCommerce Strategy Lecture 1	3	Virtual	3-Dec-25	Wednesday	7:00 pm	to	10:00 pm
		Strategy for Selling Online - Capstone	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
Wk 22	ECOM	Strategy for Selling Online - Capstone	Lecture #2	Synchronous	eCommerce Strategy Lecture 2	3	Virtual	10-Dec-25	Wednesday	7:00 pm	to	10:00 pm
		Strategy for Selling Online - Capstone	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
Wk 23	ECOM	Strategy for Selling Online - Capstone	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	Virtual	17-Dec-25	Wednesday	7:00 pm	to	10:00 pm
		Strategy for Selling Online - Capstone	Coursework	Asynchronous	Coursework (Project)	7						

	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project Hands On Practical	3	F2F	20-Dec-25	Saturday	9:00 am	to	12:00 pm
	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project / Consultation	2	F2F	20-Dec-25	Saturday	1:00 pm	to	3:00 pm
Wk 24	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Project Implementation	3	Virtual	23-Dec-25	Tuesday	7:00 pm	to	10:00 pm
		Strategy for Selling Online - Capstone	Coursework	Asynchronous	Coursework (Project)	12						
Wk25	CAP	Strategy for Selling Online - Capstone	Final Submission	Asynchronous	Individual Project Final Submission			3-Jan-26	Saturday			

- All lectures will be facilitated virtually unless otherwise stated
- F2F lectures will be held at NTU@one-north campus (off North Buona Vista Road)
- NTU reserves the right to change the date, mode and venue of lessons or cancel them due to unforeseen circumstances