

SCTP 6 months Programme in Digital Marketing - Cohort 6

| Lesson | Week | Module | Module Name | Date | Day | Mode of Delivery / Duration / Activity |
|--------|-------|--|---|-----------|--|--|
| 1 | Wk 0 | | Start of SCTP Programme | 21-May-24 | Tuesday | Online Lecture from 09:30 to 11:30 - Start of SCTP Programme |
| 2 | Wk 1 | SMM | Tapping into the Power of Social Media marketing | 23-May-24 | Thursday | Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing |
| 3 | | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 4 | Wk 2 | SMM | Tapping into the Power of Social Media marketing | 29-May-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing |
| 5 | | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 6 | | | Tapping into the Power of Social Media marketing | 01-Jun-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief |
| 7 | | | Tapping into the Power of Social Media marketing | 01-Jun-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical |
| 8 | | CRPW | Fundamentals of Career Discovery, Navigation and Readiness | 01-Jun-24 | Saturday | Physical lecture at NTU@one-north campus from 15:30 to 17:00 - Module 1 CRPW |
| 9 | | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 10 | Wk 3 | SMM | Tapping into the Power of Social Media marketing | 05-Jun-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing |
| 11 | | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 12 | | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 13 | Wk 4 | | Tapping into the Power of Social Media marketing | | | Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 14 | | Tapping into the Power of Social Media marketing | 12-Jun-24 | Wednesday | Online Lecture from 19:00 to 20:00 - Tapping into the Power of Social Media marketing | |
| 15 | Wk 5 | | Content Creation for Marketing | 19-Jun-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Content Creation for Marketing |
| 16 | | Content Creation for Marketing | | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 17 | Wk 6 | CCM | Content Creation for Marketing | 26-Jun-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Content Creation for Marketing |
| 18 | | | Content Creation for Marketing | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 19 | | | Content Creation for Marketing | 29-Jun-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief |
| 20 | | | Content Creation for Marketing | 29-Jun-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical |
| 21 | Wk 7 | | Content Creation for Marketing | 03-Jul-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Content Creation for Marketing |
| 22 | | Content Creation for Marketing | | | Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) | |
| 23 | | Content Creation for Marketing | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) | |
| 24 | Wk 8 | | Content Creation for Marketing | | | Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 25 | | Content Creation for Marketing | 10-Jul-24 | Wednesday | Online Lecture from 19:00 to 20:00 - Content Creation for Marketing | |
| 26 | Wk 9 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | 17-Jul-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads) |
| 27 | | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 28 | Wk 10 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | 24-Jul-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads) |
| 29 | | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 30 | | | A Practical Approach to Search Engine Marketing (Google Ads) | 27-Jul-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief |
| 31 | | | A Practical Approach to Search Engine Marketing (Google Ads) | 27-Jul-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical |
| 32 | | CRPW | Career Marketplace - Labour Market Research and Career Planning | 27-Jul-24 | Saturday | Online Lecture from 15:30 to 17:00 - Career Marketplace - Labour Market Research and Career Planning |
| 33 | | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 34 | Wk 11 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | 31-Jul-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads) |
| 35 | | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 36 | | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 37 | Wk 12 | | A Practical Approach to Search Engine Marketing (Google Ads) | | | Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 38 | | A Practical Approach to Search Engine Marketing (Google Ads) | 07-Aug-24 | Wednesday | Online Lecture from 19:00 to 20:00 - A Practical Approach to Search Engine Marketing (Google Ads) | |
| 39 | Wk 13 | DMA | Gaining customer insights with Digital Marketing Analytics! | 14-Aug-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics! |
| 40 | | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 41 | Wk 14 | DMA | Gaining customer insights with Digital Marketing Analytics! | 21-Aug-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics! |
| 42 | | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 43 | | | Gaining customer insights with Digital Marketing Analytics! | 24-Aug-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief |
| 44 | | | Gaining customer insights with Digital Marketing Analytics! | 24-Aug-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical |
| 45 | | CRPW | Career Readiness - Personal Branding & Resume | 24-Aug-24 | Saturday | Physical lecture at NTU@one-north campus from 15:30 to 17:00 - Module 3 CRPW |
| 46 | | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 47 | Wk 15 | DMA | Gaining customer insights with Digital Marketing Analytics! | 28-Aug-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics! |
| 48 | | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 49 | | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 8 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 50 | Wk 16 | | Gaining customer insights with Digital Marketing Analytics! | | | Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 51 | Wk 17 | | Gaining customer insights with Digital Marketing Analytics! | 04-Sep-24 | Wednesday | Online Lecture from 19:00 to 20:00 - Gaining customer insights with Digital Marketing Analytics! |

SCTP 6 months Programme in Digital Marketing - Cohort 6

| Lesson | Week | Module | Module Name | Date | Day | Mode of Delivery / Duration / Activity |
|--------|-------|--|--|---|---|--|
| 52 | Wk 18 | SEO | A Practical Approach to Search Engine Optimization (SEO) | 11-Sep-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Optimization (SEO) |
| 53 | | | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 54 | Wk 19 | | A Practical Approach to Search Engine Optimization (SEO) | 18-Sep-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Optimization (SEO) |
| 55 | | | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 56 | | | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 57 | | | A Practical Approach to Search Engine Optimization (SEO) | 21-Sep-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief |
| 58 | | | A Practical Approach to Search Engine Optimization (SEO) | 21-Sep-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical |
| 59 | | | CRPW | Career Readiness – Interview prep & Mock Interviews | 21-Sep-24 | Saturday |
| 60 | Wk 20 | SEO | A Practical Approach to Search Engine Optimization (SEO) | 25-Sep-24 | Wednesday | Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Optimization (SEO) |
| 61 | | | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment) |
| 62 | | | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 63 | Wk 21 | SEO | A Practical Approach to Search Engine Optimization (SEO) | | | Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project) |
| 64 | | | A Practical Approach to Search Engine Optimization (SEO) | 02-Oct-24 | Wednesday | Online Lecture from 19:00 to 20:00 - A Practical Approach to Search Engine Optimization (SEO) |
| 65 | Wk 22 | ECOM | Strategy for Selling Online - Capstone | 09-Oct-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone |
| 66 | | | Strategy for Selling Online - Capstone | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 67 | Wk 23 | ECOM | Strategy for Selling Online - Capstone | 16-Oct-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone |
| 68 | | | Strategy for Selling Online - Capstone | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self-learning (Video, articles, MCQ) |
| 69 | Wk 24 | ECOM | Strategy for Selling Online - Capstone | 23-Oct-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone |
| 70 | | | Strategy for Selling Online - Capstone | 26-Oct-24 | Saturday | Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Individual Project Hands On Practical |
| 71 | | | Strategy for Selling Online - Capstone | 26-Oct-24 | Saturday | Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project / Consultation |
| 72 | Wk 25 | CRPW | Career Transition and Stabilization | 26-Oct-24 | Saturday | Physical lecture at NTU@one-north campus from 15:30 to 17:00 - Module 6 CRPW |
| 73 | | ECOM | Strategy for Selling Online - Capstone | | | Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Project) |
| 74 | | Strategy for Selling Online - Capstone | 30-Oct-24 | Wednesday | Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone | |
| 75 | Wk 26 | CAP | Strategy for Selling Online - Capstone | | | Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Coursework (Project) |
| 76 | | | Strategy for Selling Online - Capstone | 06-Nov-24 | Wednesday | Login to NTULearn for 1 hour(s) anytime between 10:00 to 22:00 - Individual Project Final Submission |
| 77 | Wk 27 | | | 08-Nov-24 | Friday | Physical lecture at NTU@one-north campus from 14:30 to 16:00 - Official Graduation Ceremony |

- All lecture will be facilitated Virtually unless otherwise stated
- F2F lecture will be held at NTU@one-north campus (off North Buona Vista Road)
- NTU reserves the right to change the date, mode/venue of lesson or cancel class due to unforeseen circumstances