

SCTP 6 months Programme in Digital Marketing - Cohort 4

Lesson	Week	Module	Date	Mode of Delivery / Duration / Activity
1	Wk 0		29-Jul-23	Online Lecture from 09:30 to 11:00 - Start of SCTP Programme
2	Wk 1	SMM	03-Aug-23	Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing
3				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
4	Wk 2		10-Aug-23	Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing
5				Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
6			12-Aug-23	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief
7			12-Aug-23	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical
8			CRPW	12-Aug-23
9	SMM			Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
10		Wk 3	17-Aug-23	Online Lecture from 19:00 to 22:00 - Tapping into the Power of Social Media marketing
11				Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
12				Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
13		Wk 4		Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
14			24-Aug-23	Online Lecture from 19:00 to 20:00 - Tapping into the Power of Social Media marketing
15	Wk 5	CCM	31-Aug-23	Online Lecture from 19:00 to 22:00 - Content Creation for Marketing
16				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
17	Wk 6		07-Sep-23	Online Lecture from 19:00 to 22:00 - Content Creation for Marketing
18				Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
20			09-Sep-23	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief
21			13-Sep-23	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical
22			Wk 7	CRPW
23	CCM	14-Sep-23		Online Lecture from 19:00 to 22:00 - Content Creation for Marketing
24				Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
25				Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
26		Wk 8		Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
27			21-Sep-23	Online Lecture from 19:00 to 20:00 - Content Creation for Marketing
28	Wk 9	SEM	28-Sep-23	Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads)
29				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
30	Wk 10		05-Oct-23	Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads)
31				Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
32			07-Oct-23	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief
33			07-Oct-23	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical

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34	Wk 11	SEM		Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
35			12-Oct-23	Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Marketing (Google Ads)
36				Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
37				Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
38	Wk 12			Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
39			19-Oct-23	Online Lecture from 19:00 to 20:00 - A Practical Approach to Search Engine Marketing (Google Ads)
40	Wk 13	DMA	25-Oct-23	Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics!
41				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
42	Wk 14		02-Nov-23	Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics!
43				Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
44			04-Nov-23	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief
45			04-Nov-23	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical
46		CRPW	04-Nov-23	Physical lecture at NTU@one-north campus from 15:00 to 17:00 - Module 3 CRPW
47		DMA		Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
48	Wk 15		09-Nov-23	Online Lecture from 19:00 to 22:00 - Gaining customer insights with Digital Marketing Analytics!
49				Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
50			Login to NTULearn for 8 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)	
51	Wk 16			Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)
52	Wk 17			23-Nov-23
53	Wk 18	SEO	30-Nov-23	Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Optimization (SEO)
54				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
55	Wk 19		07-Dec-23	Online Lecture from 19:00 to 22:00 - A Practical Approach to Search Engine Optimization (SEO)
56				Login to NTULearn for 4 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
57				Login to NTULearn for 3 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
58			09-Dec-23	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Group Project Work / Ind Proj Brief
59			09-Dec-23	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project Hands On Practical
61	Wk 20			14-Dec-23
60		CRPW	16-Dec-23	Physical lecture at NTU@one-north campus from 15:00 to 17:00 - Module 4/5 CRPW
62		SEO		Login to NTULearn for 5 hour(s) anytime between 10:00 to 22:00 - Self-learning (Case Study/Assignment)
63			Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)	
64			Login to NTULearn for 14 hour(s) anytime between 10:00 to 22:00 - Coursework (Individual Project)	
65			21-Dec-23	Online Lecture from 19:00 to 20:00 - A Practical Approach to Search Engine Optimization (SEO)

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Lesson	Week	Module	Date	Mode of Delivery / Duration / Activity
66	Wk 22	ECOM	28-Dec-23	Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone
67				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Self- learning (Video, articles, MCQ)
68	Wk 23			04-Jan-24
69		CRPW	06-Jan-24	Physical lecture at NTU@one-north campus from 15:00 to 17:00 - Module 6 CRPW
70		ECOM		
71	Wk 24		11-Jan-24	Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone
72			13-Jan-24	Physical lecture at NTU@one-north campus from 09:00 to 12:00 - Individual Project Hands On Practical
73			13-Jan-24	Physical lecture at NTU@one-north campus from 13:00 to 15:00 - Individual Project / Consultation
74				Login to NTULearn for 7 hour(s) anytime between 10:00 to 22:00 - Coursework (Project)
75	Wk 25		18-Jan-24	Online Lecture from 19:00 to 22:00 - Strategy for Selling Online - Capstone
76				Login to NTULearn for 12 hour(s) anytime between 10:00 to 22:00 - Coursework (Project)
77	Wk 26			25-Jan-24
78	Wk 27		02-Feb-24	Physical lecture at NTU@one-north campus from 14:30 to 16:00 - Official Graduation Ceremony

*** NTU reserves the right to change the date, mode/venue of lesson or cancel class due to unforeseen circumstances.**