

SCTP 6 months Program in Digital Marketing (Part Time)

Course Code: SCTP-260324-C6

SN	Week	Module	Module Name	Class Type	Online Type	Topics	Hours	Mode	Date	Day	Time	
1	Wk 0		Start of SCTP Program for Cohort 6	Orientation	Synchronous	Welcome / Course Briefing	2	Virtual	26-Mar-24	Tuesday	7:00 pm	to 8:00 pm
2	Wk 1	SMM	Tapping into the Power of Social Media marketing	Lecture #1	Synchronous	Lecture 1	3	Virtual	27-Mar-24	Wednesday	7:00 pm	to 10:00 pm
3			Tapping into the Power of Social Media marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12					
4	Wk 2	SMM	Tapping into the Power of Social Media marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	03-Apr-24	Wednesday	7:00 pm	to 10:00 pm
5			Tapping into the Power of Social Media marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3					
6			Tapping into the Power of Social Media marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	06-Apr-24	Saturday	9:00 am	to 12:00 pm
7			Tapping into the Power of Social Media marketing	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	06-Apr-24	Saturday	1:00 pm	to 3:00 pm
8			Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4					
9	Wk 3	SMM	Tapping into the Power of Social Media marketing	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	11-Apr-24	Thursday	7:00 pm	to 10:00 pm
10			Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5					
11			Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Coursework (Individual Project)	7					
12		CRPW	Fundamentals of Career Discovery, Navigation and Readiness	Workshop	Synchronous	Module 1 CRPW		F2F	13-Apr-24	Saturday	9:00 am	to 11:30 pm
13		CRPW	Career Marketplace - Labour Market Research and Career Planning	Workshop	Synchronous	Module 2 CRPW		F2F	13-Apr-24	Saturday	12:30 pm	to 2:30 pm
14	Wk 4	SMM	Tapping into the Power of Social Media marketing	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced				
15		SMM	Tapping into the Power of Social Media marketing	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	17-Apr-24	Wednesday	7:00 pm	to 8:00 pm
						Total Hours	60					

16	Wk 5	CCM	Content Creation for Marketing	Lecture #1	Synchronous	Lecture 1	3	Virtual	24-Apr-24	Wednesday	7:00 pm	to	10:00 pm
17			Content Creation for Marketing	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
18	Wk 7	CCM	Content Creation for Marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	02-May-24	Thursday	7:00 pm	to	10:00 pm
19			Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	7						
20		CCM	Content Creation for Marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	04-May-24	Saturday	9:00 am	to	12:00 pm
21		CCM	Content Creation for Marketing	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	04-May-24	Saturday	1:00 pm	to	3:00 pm
22	Wk 8	CCM	Content Creation for Marketing	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	08-May-24	Wednesday	7:00 pm	to	10:00 pm
23			Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
24			Content Creation for Marketing	Coursework	Asynchronous	Coursework (Individual Project)	7						
25	Wk 9	CCM	Content Creation for Marketing	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
26		CRPW	Career Readiness – Personal Branding & Resume	Workshop	Synchronous	Module 3 CRPW		Virtual	14-May-24	Tuesday	7:00 pm	to	8:30 pm
27		CCM	Content Creation for Marketing	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	15-May-24	Wednesday	7:00 pm	to	8:00 pm
						Total Hours	60						
28	Wk 10	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #1	Synchronous	Lecture 1	3	Virtual	21-May-24	Tuesday	7:00 pm	to	10:00 pm
29			A Practical Approach to Search Engine Marketing (Google Ads)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
30	Wk 11	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #2	Synchronous	Lecture 2	3	Virtual	29-May-24	Wednesday	7:00 pm	to	10:00 pm
31			A Practical Approach to Search Engine Marketing (Google Ads)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3						
32		SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	01-Jun-24	Saturday	9:00 am	to	12:00 pm
33			A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	01-Jun-24	Saturday	1:00 pm	to	3:00 pm
34			A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
35	Wk 12	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	05-Jun-24	Wednesday	7:00 pm	to	10:00 pm
36			A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
37			A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Coursework (Individual Project)	7						
38	Wk 13	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					

39		SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	12-Jun-24	Wednesday	7:00 pm	to	8:00 pm
						Total Hours	60						
40	Wk 14	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #1	Synchronous	Lecture 1	3	Virtual	19-Jun-24	Wednesday	7:00 pm	to	10:00 pm
41			Gaining customer insights with Digital Marketing Analytics!	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
42	Wk 15	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #2	Synchronous	Lecture 2	3	Virtual	26-Jun-24	Wednesday	7:00 pm	to	10:00 pm
43			Gaining customer insights with Digital Marketing Analytics!	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	3						
44		DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	29-Jun-24	Saturday	9:00 am	to	12:00 pm
45			Gaining customer insights with Digital Marketing Analytics!	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	29-Jun-24	Saturday	1:00 pm	to	3:00 pm
46			Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
47	Wk 16	DMA	Gaining customer insights with Digital Marketing Analytics!	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	03-Jul-24	Wednesday	7:00 pm	to	10:00 pm
48			Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	4						
49			Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Coursework (Individual Project)	8						
50	Wk 17	DMA	Gaining customer insights with Digital Marketing Analytics!	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
51		DMA	Gaining customer insights with Digital Marketing Analytics!	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	10-Jul-24	Wednesday	7:00 pm	to	8:00 pm
						Total Hours	60						
52	Wk 18	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #1	Synchronous	Lecture 1	3	Virtual	17-Jul-24	Wednesday	7:00 pm	to	10:00 pm
53			A Practical Approach to Search Engine Optimization (SEO)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
54	Wk 19	SEO	A Practical Approach to Search Engine Optimization (SEO)	Lecture #2	Synchronous	Lecture 2	3	Virtual	24-Jul-24	Wednesday	7:00 pm	to	10:00 pm
55			A Practical Approach to Search Engine Optimization (SEO)	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	4						
56			A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	3						
57			A Practical Approach to Search Engine Optimization (SEO)	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	27-Jul-24	Saturday	9:00 am	to	12:00 pm
58			A Practical Approach to Search Engine Optimization (SEO)	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	27-Jul-24	Saturday	1:00 pm	to	3:00 pm
59		CRPW	Career Readiness – Interview prep & Mock Interviews	Workshop	Synchronous	Module 4/5 CRPW		F2F	27-Jul-24	Saturday	3:30 pm	to	5:00 pm

60	Wk 20	SEO	A Practical Approach to Search Engine Optimization (SEO)	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	31-Jul-24	Wednesday	7:00 pm	to	10:00 pm
61			A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	5						
62			A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Coursework (Individual Project)	7						
63	Wk 21	SEO	A Practical Approach to Search Engine Optimization (SEO)	Coursework	Asynchronous	Coursework (Individual Project)	14	Self-Paced					
64		SEO	A Practical Approach to Search Engine Optimization (SEO)	Assessment	Synchronous	End Of Module Written Assessment	1	Virtual	07-Aug-24	Wednesday	7:00 pm	to	8:00 pm
						Total Hours	60						
65	Wk 22	ECOM	Strategy for Selling Online - Capstone	Lecture #1	Synchronous	eCommerce Strategy Lecture 1	3	Virtual	14-Aug-24	Wednesday	7:00 pm	to	10:00 pm
66			Strategy for Selling Online - Capstone	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
67	Wk 23	ECOM	Strategy for Selling Online - Capstone	Lecture #2	Synchronous	eCommerce Strategy Lecture 2	3	Virtual	21-Aug-24	Wednesday	7:00 pm	to	10:00 pm
68			Strategy for Selling Online - Capstone	Self learning	Asynchronous	Self- learning (Video, articles, MCQ)	12						
69	Wk 24	ECOM	Strategy for Selling Online - Capstone	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	Virtual	28-Aug-24	Wednesday	7:00 pm	to	10:00 pm
70			Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project Hands On Practical	3	F2F	31-Aug-24	Saturday	9:00 am	to	12:00 pm
71			Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project / Consultation	2	F2F	31-Aug-24	Saturday	1:00 pm	to	3:00 pm
72		CRPW	Career Transition and Stabilization	Workshop	Synchronous	Module 6 CRPW		F2F	31-Aug-24	Saturday	3:30 pm	to	5:00 pm
73			Strategy for Selling Online - Capstone	Coursework	Asynchronous	Coursework (Project)	7						
74	Wk 25	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Project Implementation	3	Virtual	04-Sep-24	Wednesday	7:00 pm	to	10:00 pm
75			Strategy for Selling Online - Capstone	Coursework	Asynchronous	Coursework (Project)	12						
76	Wk 26	CAP	Strategy for Selling Online - Capstone	Final Submission	Asynchronous	Individual Project Final Submission			11-Sep-24	Wednesday			
77	Wk 27			Cohort Graduation	Face to Face	Official Graduation Ceremony		F2F	19-Sep-24	Thursday	2:30 pm	to	4:00 pm
						Total Hours	60						

- 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/venue of lesson or cancel class due to unforeseen circumstances