

SCTP 6 months Programme in Digital Marketing (Cohort 7)

| SN | Week | Module | Module Name | Class Type | Online Type | Topics | Hours | Mode | Date | Day | Time | |
|----|------|--------|------------------------------------------------------------|-------------------|--------------|---------------------------------------|-----------|------------|-----------|-----------|---------|-------------|
| 1 | Wk 0 | | Start of SCTP Program for Cohort 7 | Orientation | Synchronous | Welcome / Course Briefing | 2 | Virtual | 14-Aug-24 | Wednesday | 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 | 15-Aug-24 | Thursday | 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 | 22-Aug-24 | Thursday | 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 | 24-Aug-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 | 24-Aug-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 | 29-Aug-24 | Thursday | 7:00 pm | to 10:00 pm |
| 10 | | CRPW | Fundamentals of Career Discovery, Navigation and Readiness | Workshop | Synchronous | Module 1 CRPW | | F2F | 31-Aug-24 | Saturday | 2:00 pm | to 5:00 pm |
| 11 | | | Tapping into the Power of Social Media marketing | Coursework | Asynchronous | Self-learning (Case Study/Assignment) | 5 | | | | | |
| 12 | | | Tapping into the Power of Social Media marketing | Coursework | Asynchronous | Coursework (Individual Project) | 7 | | | | | |
| 13 | Wk 4 | SMM | Tapping into the Power of Social Media marketing | Coursework | Asynchronous | Coursework (Individual Project) | 14 | Self-Paced | | | | |
| 14 | | SMM | Tapping into the Power of Social Media marketing | Assessment | Synchronous | End Of Module Written Assessment | 1 | Virtual | 5-Sep-24 | Thursday | 7:00 pm | to 8:00 pm |
| | | | | | | Total Hours | 60 | | | | | |
| 15 | Wk 5 | CCM | Content Creation for Marketing | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 12-Sep-24 | Thursday | 7:00 pm | to 10:00 pm |
| 16 | | | Content Creation for Marketing | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 12 | | | | | |
| 17 | Wk 6 | CCM | Content Creation for Marketing | Lecture #2 | Synchronous | Lecture 2 | 3 | Virtual | 19-Sep-24 | Thursday | 7:00 pm | to 10:00 pm |
| 18 | | | Content Creation for Marketing | Coursework | Asynchronous | Self-learning (Case Study/Assignment) | 7 | | | | | |
| 19 | | CCM | Content Creation for Marketing | Lecture #3 | Synchronous | Group Project Work / Ind Proj Brief | 3 | F2F | 21-Sep-24 | Saturday | 9:00 am | to 12:00 pm |
| 20 | | CCM | Content Creation for Marketing | Lecture #4 | Synchronous | Individual Project Hands On Practical | 2 | F2F | 21-Sep-24 | Saturday | 1:00 pm | to 3:00 pm |

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| 21 | Wk 7 | CCM | Content Creation for Marketing | Project Mentoring | Synchronous | Individual Project / Consultation | 3 | Virtual | 26-Sep-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 22 | | CRPW | Career Marketplace - Labour Market Research and Career Planning | Workshop | Synchronous | Module 2 CRPW | | F2F | 28-Sep-24 | Saturday | 9:00 pm | to | 12:00 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 8 | CCM | Content Creation for Marketing | Coursework | Asynchronous | Coursework (Individual Project) | 14 | Self-Paced | | | | | |
| 26 | | CCM | Content Creation for Marketing | Assessment | Synchronous | End Of Module Written Assessment | 1 | Virtual | 3-Oct-24 | Thursday | 7:00 pm | to | 8:00 pm |
| | | | | | | Total Hours | 60 | | | | | | |
| 27 | Wk 9 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 10-Oct-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 28 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 12 | | | | | | |
| 29 | Wk 10 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Lecture #2 | Synchronous | Lecture 2 | 3 | Virtual | 17-Oct-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 30 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 3 | | | | | | |
| 31 | | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Lecture #3 | Synchronous | Group Project Work / Ind Proj Brief | 3 | F2F | 19-Oct-24 | Saturday | 9:00 am | to | 12:00 pm |
| 32 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Lecture #4 | Synchronous | Individual Project Hands On Practical | 2 | F2F | 19-Oct-24 | Saturday | 1:00 pm | to | 3:00 pm |
| 33 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Coursework | Asynchronous | Self-learning (Case Study/Assignment) | 4 | | | | | | |
| 34 | Wk 11 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Project Mentoring | Synchronous | Individual Project / Consultation | 3 | Virtual | 24-Oct-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 35 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Coursework | Asynchronous | Self-learning (Case Study/Assignment) | 5 | | | | | | |
| 36 | | | A Practical Approach to Search Engine Marketing (Google Ads) | Coursework | Asynchronous | Coursework (Individual Project) | 7 | | | | | | |
| 37 | Wk 12 | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Coursework | Asynchronous | Coursework (Individual Project) | 14 | Self-Paced | | | | | |
| 38 | | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Assessment | Synchronous | End Of Module Written Assessment | 1 | Virtual | 30-Oct-24 | Wednesday | 7:00 pm | to | 8:00 pm |
| | | | | | | Total Hours | 60 | | | | | | |
| 39 | Wk 13 | DMA | Gaining customer insights with Digital Marketing Analytics! | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 7-Nov-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 40 | | | Gaining customer insights with Digital Marketing Analytics! | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 12 | | | | | | |
| 41 | Wk 14 | DMA | Gaining customer insights with Digital Marketing Analytics! | Lecture #2 | Synchronous | Lecture 2 | 3 | Virtual | 14-Nov-24 | Thursday | 7:00 pm | to | 10:00 pm |
| 42 | | | Gaining customer insights with Digital Marketing Analytics! | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 3 | | | | | | |
| 43 | | DMA | Gaining customer insights with Digital Marketing Analytics! | Lecture #3 | Synchronous | Group Project Work / Ind Proj Brief | 3 | F2F | 16-Nov-24 | Saturday | 9:00 am | to | 12:00 pm |
| 44 | | | Gaining customer insights with Digital Marketing Analytics! | Lecture #4 | Synchronous | Individual Project Hands On Practical | 2 | F2F | 16-Nov-24 | Saturday | 1:00 pm | to | 3:00 pm |

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| 45 | | CRPW | Career Readiness – Personal Branding & Resume | Workshop | Synchronous | Module 3 CRPW | | F2F | 16-Nov-24 | Saturday | 3:00 pm | to | 5:00 pm |
| 46 | | | Gaining customer insights with Digital Marketing Analytics! | Coursework | Asynchronous | Self-learning (Case Study/Assignment) | 4 | | | | | | |
| 47 | Wk 15 | DMA | Gaining customer insights with Digital Marketing Analytics! | Project Mentoring | Synchronous | Individual Project / Consultation | 3 | Virtual | 21-Nov-24 | Thursday | 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 16 | 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 | 28-Nov-24 | Thursday | 7:00 pm | to | 8:00 pm |
| | | | | | | Total Hours | 60 | | | | | | |
| 52 | Wk 17 | SEO | A Practical Approach to Search Engine Optimization (SEO) | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 5-Dec-24 | Thursday | 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 18 | SEO | A Practical Approach to Search Engine Optimization (SEO) | Lecture #2 | Synchronous | Lecture 2 | 3 | Virtual | 12-Dec-24 | Thursday | 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 | 14-Dec-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 | 14-Dec-24 | Saturday | 1:00 pm | to | 3:00 pm |
| 59 | | CRPW | Career Readiness – Interview prep & Mock Interviews | Workshop | Synchronous | Module 4/5 CRPW | | F2F | 14-Dec-24 | Saturday | 3:00 pm | to | 6:00 pm |
| 60 | Wk 19 | SEO | A Practical Approach to Search Engine Optimization (SEO) | Project Mentoring | Synchronous | Individual Project / Consultation | 3 | Virtual | 19-Dec-24 | Thursday | 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 20 | 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 | 26-Dec-24 | Thursday | 7:00 pm | to | 8:00 pm |
| | | | | | | Total Hours | 60 | | | | | | |
| 65 | Wk 21 | ECOM | Strategy for Selling Online - Capstone | Lecture #1 | Synchronous | eCommerce Strategy Lecture 1 | 3 | Virtual | 2-Jan-25 | Thursday | 7:00 pm | to | 10:00 pm |
| 66 | | | Strategy for Selling Online - Capstone | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 12 | | | | | | |
| 67 | Wk 22 | ECOM | Strategy for Selling Online - Capstone | Lecture #2 | Synchronous | eCommerce Strategy Lecture 2 | 3 | Virtual | 9-Jan-25 | Thursday | 7:00 pm | to | 10:00 pm |
| 68 | | | Strategy for Selling Online - Capstone | Self learning | Asynchronous | Self- learning (Video, articles, MCQ) | 12 | | | | | | |

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| 69 | Wk 23 | ECOM | Strategy for Selling Online - Capstone | Lecture #3 | Synchronous | Group Project Work / Ind Proj Brief | 3 | Virtual | 16-Jan-25 | Thursday | 7:00 pm | to | 10:00 pm |
| 70 | | | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Individual Project Hands On Practical | 3 | F2F | 18-Jan-25 | Saturday | 9:00 am | to | 12:00 pm |
| 71 | | | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Individual Project / Consultation | 2 | F2F | 18-Jan-25 | Saturday | 1:00 pm | to | 3:00 pm |
| 72 | | CRPW | Career Transition and Stabilization | Workshop | Synchronous | Module 6 CRPW | | F2F | 18-Jan-25 | Saturday | 3:00 pm | to | 5:00 pm |
| 73 | | | Strategy for Selling Online - Capstone | Coursework | Asynchronous | Coursework (Project) | 7 | | | | | | |
| 74 | Wk 24 | ECOM | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Project Implementation | 3 | Virtual | 23-Jan-25 | Thursday | 7:00 pm | to | 10:00 pm |
| 75 | | | Strategy for Selling Online - Capstone | Coursework | Asynchronous | Coursework (Project) | 12 | | | | | | |
| 76 | Wk 25 | CAP | Strategy for Selling Online - Capstone | Final Submission | Asynchronous | Individual Project Final Submission | | | 30-Jan-25 | Thursday | | | |
| 77 | Wk 26 | | | Cohort Graduation | Face to Face | Official Graduation Ceremony | | F2F | 6-Feb-25 | Thursday | 2:30 pm | to | 4:30 pm |
| | | | | | | | Total Hours | 60 | | | | | |

- All lectures 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 lessons or cancel them due to unforeseen circumstances