(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 8	Orientation	Synchronous	Welcome / Course Briefing	2	Virtual	4-Mar-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	5-Mar-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					
	CRPW	Fundamentals of Career Discovery, Navigation and Readiness	Workshop	Synchronous	Module 1 CRPW Workshop #1		F2F	11-Mar-25	Tuesday	7:00 pm	to 9:30 pm
Wk 2	SMM	Tapping into the Power of Social Media marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	12-Mar-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					
	SMM	Tapping into the Power of Social Media marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	15-Mar-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	15-Mar-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	19-Mar-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	26-Mar-25	Wednesday	7:00 pm	to 8:00 pm
					Total Hours	60					

Wk	Module	Module Name	Session	Mode	Description	Hours	Delivery	Date	Day	Start	to	End
Wk 5	CCM	**Content Creation for Marketing**	**Lecture #1**	**Synchronous**	**Lecture 1**	**3**	**Virtual**	**2-Apr-25**	**Wednesday**	**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**	**9-Apr-25**	**Wednesday**	**7:00 pm**	**to**	**10:00 pm**
		Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	7						
	CRPW	**Career Marketplace - Labour Market Research and Career Planning**	**Workshop**	**Synchronous**	**Module 2 CRPW Workshop #2**		**F2F**	**11-Apr-25**	**Friday**	**7:00 pm**	**to**	**9:30 pm**
	CCM	**Content Creation for Marketing**	**Lecture #3**	**Synchronous**	**Group Project Work / Ind Proj Brief**	**3**	**F2F**	**12-Apr-25**	**Saturday**	**9:00 am**	**to**	**12:00 pm**
	CCM	**Content Creation for Marketing**	**Lecture #4**	**Synchronous**	**Individual Project Hands On Practical**	**2**	**F2F**	**12-Apr-25**	**Saturday**	**1:00 pm**	**to**	**3:00 pm**
Wk 7	CCM	**Content Creation for Marketing**	**Project Mentoring**	**Synchronous**	**Individual Project / Consultation**	**3**	**Virtual**	**16-Apr-25**	**Wednesday**	**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**	**23-Apr-25**	**Wednesday**	**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**	**30-Apr-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						
Wk 10	SEM	**A Practical Approach to Search Engine Marketing (Google Ads)**	**Lecture #2**	**Synchronous**	**Lecture 2**	**3**	**Virtual**	**7-May-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						
	CRPW	**Career Readiness – Personal Branding & Resume**	**Workshop**	**Synchronous**	**Module 3 CRPW Workshop #3**		**F2F**	**9-May-25**	**Friday**	**7:00 pm**	**to**	**9:30 pm**
	SEM	**A Practical Approach to Search Engine Marketing (Google Ads)**	**Lecture #3**	**Synchronous**	**Group Project Work / Ind Proj Brief**	**3**	**F2F**	**10-May-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**	**10-May-25**	**Saturday**	**1:00 pm**	**to**	**3:00 pm**

Week	Module	Module Name	Activity	Mode	Description	Hours	Delivery	Date	Day	Start	to	End
		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**	**14-May-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**	**21-May-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**	**28-May-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						
Wk 14	DMA	**Gaining customer insights with Digital Marketing Analytics!**	**Lecture #2**	**Synchronous**	**Lecture 2**	3	**Virtual**	**4-Jun-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**	**7-Jun-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**	**7-Jun-25**	**Saturday**	**1:00 pm**	**to**	**3:00 pm**
	CRPW	**Career Readiness – Interview prep & Mock Interviews**	**Workshop**	**Synchronous**	**Module 4/5 CRPW Workshop #4/5**		**F2F**	**7-Jun-25**	**Saturday**	**3:00 pm**	**to**	**6:00 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**	**11-Jun-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**	**18-Jun-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	25-Jun-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	2-Jul-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	5-Jul-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	5-Jul-25	Saturday	1:00 pm	to	3:00 pm
Wk 19	SEO	A Practical Approach to Search Engine Optimization (SEO)	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	9-Jul-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	16-Jul-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	23-Jul-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	30-Jul-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	6-Aug-25	Wednesday	7:00 pm	to	10:00 pm
		Strategy for Selling Online - Capstone	Coursework	Asynchronous	Coursework (Project)	7						
Wk 24	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Project Implementation	3	Virtual	13-Aug-25	Wednesday	7:00 pm	to	10:00 pm

	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project Hands On Practical	3	F2F	16-Aug-25	Saturday	9:00 am	to	12:00 pm
	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project / Consultation	2	F2F	16-Aug-25	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Transition and Stabilization	Workshop	Synchronous	Module 6 CRPW Workshop #6		F2F	16-Aug-25	Saturday	3:00 pm	to	6:00 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			29-Aug-25	Sunday			

- 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 unforseen circumstances