

(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	29-Oct-24	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	30-Oct-24	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					
Wk 2	SMM	Tapping into the Power of Social Media marketing	Lecture #2	Synchronous	Lecture 2	3	Virtual	6-Nov-24	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	9-Nov-24	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	9-Nov-24	Saturday	1:00 pm	to 3:00 pm
	CRPW	Fundamentals of Career Discovery, Navigation and Readiness	Workshop	Synchronous	Module 1 CRPW Coaching #1		F2F	9-Nov-24	Saturday	3:00 pm	to 5:00 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	13-Nov-24	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	20-Nov-24	Wednesday	7:00 pm	to 8:00 pm
					Total Hours	60					
Wk 5	CCM	Content Creation for Marketing	Lecture #1	Synchronous	Lecture 1	3	Virtual	27-Nov-24	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	4-Dec-24	Wednesday	7:00 pm	to	10:00 pm
		Content Creation for Marketing	Coursework	Asynchronous	Self-learning (Case Study/Assignment)	7						
	CCM	Content Creation for Marketing	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	7-Dec-24	Saturday	9:00 am	to	12:00 pm
	CCM	Content Creation for Marketing	Lecture #4	Synchronous	Individual Project Hands On Practical	2	F2F	7-Dec-24	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Marketplace - Labour Market Research and Career Planning	Workshop	Synchronous	Module 2 CRPW Coaching #2		F2F	7-Dec-24	Saturday	3:00 pm	to	5:00 pm
Wk 7	CCM	Content Creation for Marketing	Project Mentoring	Synchronous	Individual Project / Consultation	3	Virtual	11-Dec-24	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	18-Dec-24	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	2-Jan-25	Thursday	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	8-Jan-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						
	SEM	A Practical Approach to Search Engine Marketing (Google Ads)	Lecture #3	Synchronous	Group Project Work / Ind Proj Brief	3	F2F	11-Jan-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	11-Jan-25	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Readiness – Personal Branding & Resume	Workshop	Synchronous	Module 3 CRPW Coaching #3		F2F	11-Jan-25	Saturday	3:00 pm	to	5:00 pm
		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	15-Jan-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	22-Jan-25	Wednesday	7:00 pm	to	8:00 pm
Wk 13	DMA	Gaining customer insights with Digital Marketing Analytics!	Lecture #1	Synchronous	Lecture 1	3	Virtual	5-Feb-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	12-Feb-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	15-Feb-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	15-Feb-25	Saturday	1:00 pm	to	3:00 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	19-Feb-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	26-Feb-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	5-Mar-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	12-Mar-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	15-Mar-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	15-Mar-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	19-Mar-25	Wednesday	7:00 pm	to	10:00 pm
	CRPW	Career Readiness – Interview prep & Mock Interviews	Workshop	Synchronous	Module 4/5 CRPW Coaching #4/5		F2F	22-Mar-25	Saturday	9:00 am	to	12:00 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	26-Mar-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	2-Apr-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	9-Apr-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	16-Apr-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	19-Apr-25	Saturday	9:00 am	to	12:00 pm
	ECOM	Strategy for Selling Online - Capstone	Project Mentoring	Synchronous	Individual Project / Consultation	2	F2F	19-Apr-25	Saturday	1:00 pm	to	3:00 pm
	CRPW	Career Transition and Stabilization	Workshop	Synchronous	Module 6 CRPW Coaching #6		F2F	19-Apr-25	Saturday	3:00 pm	to	5:00 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	23-Apr-25	Wednesday	7:00 pm	to	10:00 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			30-Apr-25	Wednesday			
Wk 26	GRAD		Cohort Graduation	Face to Face	Official Graduation Ceremony		F2F	8-May-25	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 and venue of lessons or cancel them due to unforeseen circumstances