

(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 | 8-Jan-25 | Wednesday | 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 | 9-Jan-25 | Thursday | 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 | 16-Jan-25 | Thursday | 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 | 18-Jan-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 | 18-Jan-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 | 23-Jan-25 | Thursday | 7:00 pm | to | 10:00 pm |
| | CRPW | Fundamentals of Career Discovery, Navigation and Readiness | Workshop | Synchronous | Module 1 CRPW Workshop #1 | | F2F | 25-Jan-25 | Saturday | 9:30 am | to | 12:30 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 | 7-Feb-25 | Friday | 7:00 pm | to | 8:00 pm |
| | | | | | Total Hours | 60 | | | | | | |

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| Wk 5 | CCM | Content Creation for Marketing | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 13-Feb-25 | Thursday | 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 | 20-Feb-25 | Thursday | 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 | 22-Feb-25 | Saturday | 9:00 am | to | 12:00 pm |
| | CCM | Content Creation for Marketing | Lecture #4 | Synchronous | Individual Project Hands On Practical | 2 | F2F | 22-Feb-25 | Saturday | 1:00 pm | to | 3:00 pm |
| | CRPW | Career Marketplace - Labour Market Research and Career Planning | Workshop | Synchronous | Module 2 CRPW Workshop #2 | | F2F | 22-Feb-25 | Saturday | 3:00 pm | to | 6:00 pm |
| Wk 7 | CCM | Content Creation for Marketing | Project Mentoring | Synchronous | Individual Project / Consultation | 3 | Virtual | 27-Feb-25 | Thursday | 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 | 6-Mar-25 | Thursday | 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 | 13-Mar-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 | 20-Mar-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) | 3 | | | | | | |
| | SEM | A Practical Approach to Search Engine Marketing (Google Ads) | Lecture #3 | Synchronous | Group Project Work / Ind Proj Brief | 3 | F2F | 22-Mar-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 | 22-Mar-25 | Saturday | 1:00 pm | to | 3:00 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 | 27-Mar-25 | Thursday | 7:00 pm | to | 10:00 pm |

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| | CRPW | Career Readiness – Personal Branding & Resume | Workshop | Synchronous | Module 3 CRPW Workshop #3 | | F2F | 29-Mar-25 | Saturday | 9:30 am | to | 12:30 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 | 3-Apr-25 | Thursday | 7:00 pm | to | 8:00 pm |
| Wk 13 | DMA | Gaining customer insights with Digital Marketing Analytics! | Lecture #1 | Synchronous | Lecture 1 | 3 | Virtual | 10-Apr-25 | Thursday | 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 | 17-Apr-25 | Thursday | 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 | 19-Apr-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 | 19-Apr-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 | 24-Apr-25 | Thursday | 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 | 2-May-25 | Friday | 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 | 9-May-25 | Friday | 7:00 pm | to | 10:00 pm |
| | CRPW | Career Readiness – Interview prep & Mock Interviews | Workshop | Synchronous | Module 4/5 CRPW Workshop #4/5 | | F2F | 10-May-25 | Saturday | 9:30 am | to | 12:30 pm |

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| | | 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 | 15-May-25 | Thursday | 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 | 17-May-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 | 17-May-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 | 22-May-25 | Thursday | 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 | 29-May-25 | Thursday | 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 | 5-Jun-25 | Thursday | 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 | 12-Jun-25 | Thursday | 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 | 19-Jun-25 | Thursday | 7:00 pm | to | 10:00 pm |
| | ECOM | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Individual Project Hands On Practical | 3 | F2F | 21-Jun-25 | Saturday | 9:00 am | to | 12:00 pm |
| | ECOM | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Individual Project / Consultation | 2 | F2F | 21-Jun-25 | Saturday | 1:00 pm | to | 3:00 pm |
| | CRPW | Career Transition and Stabilization | Workshop | Synchronous | Module 6 CRPW Workshop #6 | | F2F | 21-Jun-25 | Saturday | 3:00 pm | to | 6:00 pm |
| | | Strategy for Selling Online - Capstone | Coursework | Asynchronous | Coursework (Project) | 7 | | | | | | |

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| Wk 24 | ECOM | Strategy for Selling Online - Capstone | Project Mentoring | Synchronous | Project Implementation | 3 | Virtual | 26-Jun-25 | Thursday | 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 | | | 3-Jul-25 | Thursday | | | |
| Wk 26 | GRAD | | Cohort Graduation | Face to Face | Official Graduation Ceremony | | F2F | 11-Jul-25 | Friday | 6:30 pm | to | 9:00 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