

## 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
						<b>Total Hours</b>	<b>60</b>					
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

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
						<b>Total Hours</b>	<b>60</b>						
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
						<b>Total Hours</b>	<b>60</b>						
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

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
						<b>Total Hours</b>	<b>60</b>						
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
						<b>Total Hours</b>	<b>60</b>						
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						

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	7-Feb-25	Friday	2:30 pm	to	4:30 pm
							<b>Total Hours</b>	<b>60</b>					

- 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