



(SCTP) Digital Commerce and Content Marketing (Classroom, Synchronous & Asynchronous e-learning) (18 Jun to 17 Oct 2024*)

Topic/Module No	Topic/Module Title	Date	Day	Time (Start)	Time (End)	Duration (hr)	Mode (Classroom/Sync-E/Async-E/Assessment)
Day 1 PM	Fundamentals of Digital Marketing & Commerce	18-Jun	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 2 PM	Fundamentals of Digital Marketing & Commerce	20-Jun	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 3 AM	Soft Skills for Success	22-Jun	Sat	9:30 AM	4:30 PM	7	Classroom
Day 4 PM	SEM	25-Jun	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 5 PM	SEM	27-Jun	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 6 PM	SEM	02-Jul	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 7 PM	SEO	04-Jul	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 8 PM	SEO	09-Jul	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 9 PM	SEO	11-Jul	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 10 PM	Digital Analytics	16-Jul	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 11 PM	Digital Analytics	18-Jul	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 12 PM	Digital Analytics	23-Jul	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 13 PM	Digital Analytics	25-Jul	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 14 PM	Content Creation	27-Jul	Sat	9:30 AM	4:30 PM	7	Classroom
Quiz 1	Quiz 1	30-Jul	Tue	6:30 PM	7:30 PM	1	Assessment
Day 15 PM	Capstone Project	30-Jul	Tue	7:30 PM	10:00 PM	2.5	Synchronous eLearning
Day 16 PM	Social Media Marketing	01-Aug	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 17 PM	Social Media Marketing	06-Aug	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 18 PM	Content Marketing	08-Aug	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 19 PM	Content Marketing	13-Aug	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 20 PM	Capstone Project	15-Aug	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 21 PM	Digital Commerce	20-Aug	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 22 PM	Digital Commerce	22-Aug	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 23 PM	Digital Commerce	27-Aug	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 24 PM	Content Creation	29-Aug	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 25 PM	Livestream	03-Sep	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 26 PM	Livestream	05-Sep	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 27 PM	Livestream	07-Sep	Sat	9:30 AM	4:30 PM	7	Classroom
Day 28 PM	Digital Commerce	10-Sep	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Quiz 2	Quiz 2	12-Sep	Thu	6:30 PM	7:30 PM	1	Assessment
Day 29 PM	Capstone Project	12-Sep	Thu	7:30 PM	10:00 PM	2.5	Synchronous eLearning
Day 30 PM	Capstone Project	17-Sep	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 31 PM	Soft Skills for Success	19-Sep	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 32 PM	Capstone Project	24-Sep	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 33 PM	Soft Skills for Success	26-Sep	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Assessment 1	Assessment 1	28-Sep	Sat	9:30 AM	10:30 AM	1	Assessment
Day 34 PM	Capstone Project	28-Sep	Sat	10:30 AM	4:30 PM	6	Classroom
Day 35 PM	Soft Skills for Success	01-Oct	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Assessment 2	Assessment 2	03-Oct	Thu	6:30 PM	7:00 PM	0.5	Assessment
Day 36 PM	Viva Voce	03-Oct	Thu	7:00 PM	10:00 PM	3	Synchronous eLearning

First day of lesson: 18-Jun-24

Last day of lesson: 03-Oct-24

*Course end date of 17 Oct 2024 is for administrative purpose only.