

Specialist Certificate in Digital Marketing (September 2022 Intake – [Part-time])

Module	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
DCM Digital Campaign Management(DM02) 01 Sep 02022 - 02 Sep 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]
FB and IG - SMM Facebook and Instagram - Social Media Marketing(DM01) 08 Sep 02022 - 09 Sep 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]
WordPress WordPress Web Design and Content Management(DM03) 15 Sep 02022 - 16 Sep 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]
SEO Search Engine Optimization (SEO)(DM04) 22 Sep 02022 - 23 Sep 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]

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SEM Paid Search Engine Marketing (SEM)(DM05) 29 Sep 02022 - 30 Sep 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]
GA Google Analytics(DM06) 06 Oct 02022 - 07 Oct 02022					Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]	Lecture [08:30 AM-05:30 PM] Blended Learning (Asynchronous) [08:00 PM-10:00 PM]
Project SCDM - Capstone Project(DMProject) 13 Oct 02022 - 18 Nov 02022					Independent Study [08:30 AM-05:30 PM]	Project Supervision [08:30 AM-05:30 PM]