

Specialist Certificate in Digital Marketing (January 2023 Intake – Part Time)

09 Jan 2023 - 31 Mar 2023

Module	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Digital Campaign Management Digital Campaign Management(DM02) 12 Jan 2023 - 13 Jan 2023					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 - Social Media Marketing Facebook and Instagram - Social Media Marketing(DM01) 19 Jan 2023 - 20 Jan 2023					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]	
Google Analytics Google Analytics(DM06) 23 Feb 2023 - 24 Feb 2023					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]	
Paid Search Engine Marketing Paid Search Engine Marketing (SEM)(DM05) 16 Feb 2023 - 17 Feb 2023					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]	
SCDM - Capstone Project SCDM - Capstone Project(DMProject) 02 Mar 2023 - 31 Mar 2023					Independent Study [08:30 am-05:30 pm]	Project Supervision [08:30 am-05:30 pm]	
Search Engine Optimization Search Engine Optimization (SEO)(DM04) 09 Feb 2023 - 10 Feb 2023					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 Web Design and Content Management WordPress Web Design and Content Management(DM03) 02 Feb 2023 - 03 Feb 2023					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]	