



(SCTP) Digital Commerce and Content Marketing (Classroom, Synchronous & Asynchronous e-learning) (04 Mar to 19 Jun 2025*)

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 1	04-Mar	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 2 PM	Fundamentals 2	06-Mar	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 3 AM	Fundamentals 3	08-Mar	Sat	9:30 AM	1:00 PM	3.5	Classroom
Day 3 PM	Growth mindset	08-Mar	Sat	2:00 PM	5:30 PM	3.5	Classroom
Day 4 PM	SEM - Google Ads Basics and Campaign Setup 1	11-Mar	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 5 PM	SEM - Google Ads Basics and Campaign Setup 2	13-Mar	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 6 PM	SEM - Google Analytics for commerce	18-Mar	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 7 PM	What is SEO, Why Impt, Keyword Research	20-Mar	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 8 PM	On-page SEO	25-Mar	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 9 PM	Off-page, Local and Technical SEO	27-Mar	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 10 PM	Intro to Marketing Analytics	01-Apr	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 11 PM	Intro to Google Analytics	03-Apr	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Quiz 1	Quiz 1	08-Apr	Tue	6:30 PM	7:30 PM	1	Assessment
Day 12 PM	(Career Svcs Intro) + Digital Playbook Brief	08-Apr	Tue	7:30 PM	10:00 PM	2.5	Synchronous eLearning
Day 13 PM	Social Media Marketing 1	10-Apr	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 14 PM	Social Media Marketing 2	15-Apr	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 15 PM	Social Media Marketing 3 (Tiktok & Youtube)	17-Apr	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 16 PM	Intro to Social Media Analytics	22-Apr	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 17 PM	Intro to Social Media Analytics	24-Apr	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 18 AM & PM	Content Creation 1	26-Apr	Sat	9:30 AM	5:30 PM	7	Classroom
Day 19 PM	Content Creation 2	29-Apr	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 20 PM	Digital Playbook Consult 1	30-Apr	Wed	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 21 PM	Content Marketing: Concepts 1	06-May	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 22 PM	Content Marketing: Concepts 2	08-May	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 23 PM	Building a Competitive Digital Commerce Business	13-May	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 24 PM	Marketplaces & e-commerce websites	15-May	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 25 PM	Livestream commerce: Concepts	20-May	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 26 PM	Influencer Marketing	22-May	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 27 AM & PM	Workshop: Livestream Day	24-May	Sat	9:30 AM	5:30 PM	7	Classroom
Day 28 PM	Livestream - Backend Fulfilment	27-May	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Quiz 2	Quiz 2	29-May	Thu	6:30 PM	7:30 PM	1	Assessment
Day 29 PM	Digital Playbook Consult 2	29-May	Thu	7:30 PM	10:00 PM	2.5	Synchronous eLearning
Day 30 PM	Delivering the 'perfect pitch'	03-Jun	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 31 PM	Digital Playbook Consult 3	05-Jun	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 33 PM	Delivering the 'perfect pitch'	10-Jun	Tue	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Day 34 PM	Digital Playbook Consult 4	12-Jun	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning
Assessment 1	Digital Playbook Client Presentation	14-Jun	Sat	9:30 AM	10:30 AM	1	Assessment
Day 35 AM & PM	Capstone Project	14-Jun	Sat	10:30 AM	5:30 PM	6	Classroom
Assessment 2	Viva Voce	17-Jun	Tue	6:30 PM	7:00 PM	0.5	Assessment
Day 36 PM	Viva Voce	17-Jun	Tue	7:00 PM	10:00 PM	3	Synchronous eLearning
Day 37 PM	Course Wrap Up	19-Jun	Thu	6:30 PM	10:00 PM	3.5	Synchronous eLearning

First day of lesson: 04-Mar-25

Last day of lesson: 19-Jun-25

*Course end date of 03 Jul 2025 is for administrative purpose only.