

ELECTIVE - 15 cu Complete 15CU for GCDM													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 24	May 24	Jul 24	Jan 25	May 25	Jul 25	Last Presentation	Time Table
MKT541 Digital Branding	5					Y	N	Y	Y	N	Y	2029/07	CRN01; Thu; Week 7, 8, 9, 10, 11, 12 CRN02; Thu; Week 7, 8, 9, 10, 11, 12
MKT542 Digital Marketing Analytics	5					Y	N	Y	Y	N	Y	2029/07	CRN01; Fri; Week 5, 6, 7, 8, 9, 10 CRN02; Fri; Week 5, 6, 7, 8, 9, 10
MKT551 Platform Strategy	5					N	N	Y	N	N	Y	2029/07	CRN01; Tue; Week 6, 7, 8, 9, 10, 11 CRN02; Tue; Week 6, 7, 8, 9, 10, 11
MKT552 Marketing Engineering	5					N	N	Y	N	N	Y	2029/07	CRN01; Thu; Week 1, 2, 3, 4, 5, 6 CRN02; Thu; Week 1, 2, 3, 4, 5, 6
MKT553 Search Engine Optimisation	2.5					Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 2, 4, 6 CRN02; Mon; Week 2, 4, 6

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MKT554 Consumer Insights with Google Analytics	2.5					Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 5, 7, 9 CRN02; Mon; Week 5, 7, 9
MKT555 Social Media Marketing in Practice	2.5					Y	N	Y	Y	N	Y	2029/07	CRN01; Mon; Week 8, 10, 12 CRN02; Mon; Week 8, 10, 12
MKT556 Content Marketing	2.5					Y	N	N	Y	N	N	2029/07	CRN01; Fri; Week 1, 3, 5 CRN02; Fri; Week 1, 3, 5
MKT557 Mobile Marketing	2.5					N	N	Y	N	N	Y	2029/07	CRN01; Fri; Week 1, 3, 5 CRN02; Fri; Week 1, 3, 5
MKT558 Influencer Marketing	2.5					Y	N	N	Y	N	N	2029/07	CRN01; Tue; Week 2, 4, 6 CRN02; Tue; Week 2, 4, 6
MKT559 Search Engine Marketing	2.5					Y	N	N	Y	N	N	2029/07	CRN01; Thu; Week 8, 10, 12 CRN02; Thu; Week 8, 10, 12
MKT560 Smartphone Filmmaking and Visual Storytelling	2.5					N	N	Y	N	N	Y	2029/07	CRN01; Tue; Week 1, 3, 5 CRN02; Tue; Week 1, 3, 5

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan	May	Jul	Jan	May	Jul	Last Presentation	Time Table
						24	24	24	25	25	25		
MKT561 Content Creation and Storytelling with Generative AIs	2.5					Y	N	N	Y	N	N	2029/07	CRN01; Thu; Week 2, 4, 6 CRN02; Thu; Week 2, 4, 6

- If the presentation status is 'Y' = the course is presenting in the semester, 'N' = the course is not presenting in the semester, 'RT' = the course has been retired and will not be presented again, 'RP' = the course has been replaced and will not be presented again.
- The information listed is subject to review and change.

Retired/Replaced List

Course	Credit Units	Status	Effective From Semester	Remarks
MKT531 Contemporary Marketing	5	Retired	2020/07	