

COMPULSORY - 5cu													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT588	Independent Study	5	N	Y	Y	Y	2027/07		MKT553, MKT554, MKT542, ANL501 and ANL503				NON-LAB
DISCIPLINE KNOWLEDGE ELECTIVES - Minimum 30cu, Maximum 40cu													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT541	Digital Branding	5	Y	N	Y	N	2023/07						NON-LAB
MKT542	Digital Marketing Analytics	5	N	Y	N	Y	2024/07						NON-LAB
MKT551	Platform Strategy	5	Y	N	Y	N	2023/07						NON-LAB
MKT552	Marketing Engineering	5	Y	N	Y	N	2025/07						NON-LAB
MKT553	Search Engine Optimization	2.5	N	Y	N	Y	2024/07						NON-LAB
MKT554	Consumer Insights with Google Analytics	2.5	N	Y	N	Y	2024/07						NON-LAB
MKT555	Social Media Marketing in Practice	2.5	Y	Y	Y	Y	2025/07						NON-LAB
MKT556	Content Marketing	2.5	N	Y	N	Y	2025/07						NON-LAB

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MKT557	Mobile Marketing	2.5	Y	N	Y	N	2026/07						NON-LAB
MKT558	Influencer Marketing	2.5	N	Y	N	Y	2025/07						NON-LAB
MKT559	Search Engine Marketing	2.5	N	Y	N	Y	2026/07						NON-LAB
MKT560	Smartphone Filmmaking and Visual Storytelling	2.5	Y	N	Y	N	2026/07						NON-LAB

ELECTIVE - Maximum 10cu

Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
ANL505	Hyperautomation	5	Y	N	Y	N	2026/07						NON-LAB
ANL552	Data Analytics for Managers	2.5	Y	N	Y	N	2027/07						NON-LAB
DES520	Communication Design for Business	2.5	N	Y	N	Y	2026/07						NON-LAB
FIN551	Python Programming	2.5	Y	Y	Y	Y	2026/07						NON-LAB
IPM561e	Contemporary Topics in Technology and Business	5	Y	Y	Y	Y	2026/07			BUS501			NON-LAB
IPM575	Commercialising Innovation	5	N	Y	N	Y	2026/07						NON-LAB
MGT556e	Human-Computer Interaction for Organisations	2.5	Y	N	Y	N	2027/07						NON-LAB

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MKT688	Applied Research Project in Marketing	10	Y	Y	Y	Y	2027/07		MKT553, MKT554, MKT542, MKT555 and MKT556			Compulsory for MDMK and Elective for MDMKAV	NON-LAB

* Students will be required to attend classes on day of presentation as well as on weekends or all classes may be on weekends.

Curriculum Plan (Updated on 17-01-2022 02:10:47 PM)

Minor - Master of Digital Marketing (Analytics and Visualisation)

SPECIALISATION CORE - 10cu													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
ANL501	Data Visualisation and Storytelling	5	Y	Y	Y	Y	2026/07						NON-LAB
ANL503	Data Wrangling	5	Y	Y	Y	Y	2026/07						NON-LAB
SPECIALISATION ELECTIVE - 5cu													
Code	Name	Credit Units	Jul 22	Jan 23	Jul 23	Jan 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
ANL505	Hyperautomation	5	Y	N	Y	N	2026/07						NON-LAB
ANL551	Data Analytics for Decision Makers	5	N	Y	N	Y	2027/07						NON-LAB

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ANL553	Applied Statistical Methods and Causal Analysis	5	Y	N	Y	N	2027/07						NON-LAB