

1. To declare this specialisation from the January 2024 semester onwards, please do so under PGDM.

MMGTDM^MINOR ELECTIVE - 30 cu													
Students need to complete 30 cu.													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	May 27	Jul 27	Last Presentation	Time Table
MKT540 Digital Marketing for Business Expansion	2.5					N	N	Y	N	N	Y		CRN01; Wed; Week 8, 10, 12
MKT541 Digital Branding	5					Y	N	Y	Y	N	Y		CRN02; Thu; Week 7, 8, 9, 10, 11, 12
MKT542 Digital Marketing Analytics	5					Y	N	Y	Y	N	Y		CRN02; Wed; Week 2, 3, 4, 5, 6, 7
MKT551 Platform Strategy	5					N	N	Y	N	N	Y		CRN02; Tue; Week 6, 7, 8, 9, 10, 11
MKT552 Marketing Engineering	5					N	N	Y	N	N	Y		CRN01; Thu; Week 1, 2, 3, 4, 5, 6
MKT553 Search Engine Optimisation	2.5					Y	N	Y	Y	N	Y		CRN01; Mon; Week 2, 4, 6
MKT554 Consumer Insights with Google Analytics	2.5					Y	N	Y	Y	N	Y		CRN02; Mon; Week 5, 7, 9
MKT555 Social Media Marketing in Practice	2.5					Y	N	Y	Y	N	Y		CRN02; Mon; Week 8, 10, 12
MKT556 Content Marketing	2.5					Y	N	N	Y	N	N		
MKT557 Mobile Marketing	2.5					N	N	Y	N	N	Y		CRN01; Fri; Week 1, 3, 5

Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jan 26	May 26	Jul 26	Jan 27	May 27	Jul 27	Last Presentation	Time Table
MKT558 Influencer Marketing	2.5					Y	N	N	Y	N	N		
MKT559 Search Engine Marketing	2.5					Y	N	N	Y	N	N		
MKT560 Smartphone Filmmaking and Visual Storytelling	2.5					N	N	Y	N	N	Y		CRN01; Tue; Week 1, 3, 5
MKT562 Content Creation for Digital Marketing with Generative AIs	5		MKT561			Y	N	N	Y	N	N		
MKT563 Prompt Engineering for Marketers	2.5					Y	N	N	Y	N	N		
MKT564 B2B Digital Marketing Strategy	2.5					Y	N	N	Y	N	N		

- 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	
MKT561 Content Creation and Storytelling with Generative AIs	2.5	Replaced	2025/07	Replaced by MKT562