

PGDM^SPECIALISATION ELECTIVE - 30 cu													
Students need to complete 30 cu for the Graduate Diploma in Digital Marketing.													
Course	Credit Units	Pre-requisite	Excluded Combination	Grouping	Remarks	Jul 24	Jan 25	May 25	Jul 25	Jan 26	May 26	Last Presentation	Time Table
<a href="#">MKT541 Digital Branding</a>	5					Y	Y	N	Y	Y	N	2029/07	CRN01; Thu; Week 7, 8, 9, 10, 11, 12 CRN02; Tue; Week 7, 8, 9, 10, 11, 12
<a href="#">MKT542 Digital Marketing Analytics</a>	5					Y	Y	N	Y	Y	N	2029/07	CRN01; Fri; Week 5, 6, 7, 8, 9, 10 CRN02; Sat; Week 5, 6, 7, 8, 9, 10
<a href="#">MKT551 Platform Strategy</a>	5					Y	N	N	Y	N	N	2029/07	CRN01; Tue; Week 6, 7, 8, 9, 10, 11 CRN02; Tue; Week 6, 7, 8, 9, 10, 11
<a href="#">MKT552 Marketing Engineering</a>	5					Y	N	N	Y	N	N	2029/07	CRN01; Thu; Week 1, 2, 3, 4, 5, 6 CRN02; Thu; Week 1, 2, 3, 4, 5, 6
<a href="#">MKT553 Search Engine Optimisation</a>	2.5					Y	Y	N	Y	Y	N	2029/07	CRN01; Mon; Week 2, 4, 6 CRN02; Tue; Week 1, 3, 5

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

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<a href="#">MKT561 Content Creation and Storytelling with Generative AIs</a>	2.5					N	Y	N	N	Y	N	2029/07	CRN01; Mon; Week 3, 5, 7 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.