

**Specialist Diploma in Social Media Marketing and Online Content Creation**  
(Synchronous E-Learning)

SSG Course Ref No.: TGS-2020501629

**[SCTP] Specialist Diploma in Social Media Marketing and Online Content Creation**  
(Synchronous E-Learning)

SSG Course Ref No.: TGS-2022016880

Supported by

**Course Schedule (Apr'24) – Part Time**

Course Title	Part-Time Duration	Trainer	Date, Time: 7pm to 10pm (weekdays)
<b>2024</b>			
Develop and Manage Strategic Plan for a Digital Media Product (Synchronous E-Learning)	33 hrs	Azhar Azib	<p style="text-align: center;"><b>29 Apr</b> 06, 08, 15, <b>*18</b>, 20, <b>*25</b>, 27 May</p> <p><i>*18 May 2024, Saturday (9am to 6pm)</i> <i>*25 May 2024, Saturday (10am to 5pm)</i></p> <p style="text-align: center;"><b>29 Apr, 18 and 25 May at Mediacorp Campus</b></p> <p style="text-align: center;"><b>Assessment: 06 to 10 Jun</b> <i>(Assessment slots to be released for selection nearer the date)</i></p>
Write and Edit Copy for Interactive Media Projects (Synchronous E-Learning)	25 hrs	Dr. Colin J Smith	<p style="text-align: center;"><b>01, 03, 08, 10, 15, 17, 22, 24 Jul</b></p> <p style="text-align: center;"><b>01, 10 and 24 Jul at Mediacorp Campus</b></p> <p style="text-align: center;"><b>Assessment: 29 Jul</b></p>
Making Online Content (Synchronous E-Learning)	48 hrs	Ray Pang	<p style="text-align: center;">12, 14, 19, 21, 26, 28 Aug 02, 04, 09, 11, <b>*21</b>, 25, 30 Sep <b>14, 21 Oct</b></p> <p><i>*21 Sep, Saturday (10am to 5pm)</i></p> <p style="text-align: center;"><b>21 Sep, 14 and 21 Oct at Mediacorp Campus</b></p> <p style="text-align: center;"><b>Assessment: 21 Oct (within last lesson)</b></p>

\* Course dates are subject to change

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CPE No.:200515963R  
Period of Registration: 26/04/2021 to 25/04/2025

All information contained herein is correct at the time of print.

Singapore Media Academy reserves the right to change the information at any time without prior notice.

Updated as at 18 January 2024

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Promote Products and Services on Social Media (Synchronous E-Learning)	25 hrs	Adrian Chye/ Andrea Tan	<p><b>28, 30 Oct</b> 04, 06, 11, 13, 18, <b>20 Nov</b></p> <p><b>28 Oct and 20 Nov at Mediacorp Campus</b></p> <p><b>Assessment: 25 Nov</b></p>
<b>2025</b>			
Social Media – Monitoring, Metrics and Analytics (Synchronous E-Learning)	30 hrs	Song Lili/ Nicole Loh/Andrea Tan	<p><b>03, 06, 08, 13, 15, 20, 22 Jan</b> 03, <b>05, 10 Feb</b></p> <p><b>03 Jan and 10 Feb at Mediacorp Campus</b></p> <p><b>Assessment: 10 Feb (within last lesson)</b></p>
Social Media – Public Relations, Ethics and Crisis Management (Synchronous E-Learning)	30 hrs	Adrian Chye/ Song Lili/ Nicole Loh/Terrance Chung	<p><b>12, 17, 19, 24, 26 Feb</b> 05, 10, 12, <b>17, 19 Mar</b></p> <p><b>12 Feb and 17 Mar at Mediacorp Campus</b></p> <p><b>Assessment: 19 Mar (within last lesson)</b></p>
Manage IP at a Strategic Level (Synchronous E-Learning)	28 hrs	Dr. Rex Yeap	<p>24, 26 Mar 02, 04, 07, 09, 14, 16, <b>*21, *25 Apr</b></p> <p><b>*21 Apr, Monday (8pm to 10pm)</b> <b>*25 Apr, Friday (8pm to 10pm)</b></p> <p><b>Assessment: 25 Apr (within last lesson)</b></p>

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