

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'25) – Part Time

Course Title	Part-Time Duration	Trainer	Date, Time: 7pm to 10pm (weekdays)
2025			
Develop and Manage Strategic Plan for a Digital Media Product (Classroom and Synchronous E-Learning)	33 hrs	Azhar Azib	<p>28, 30 Apr 05, 07, 14, 19, *24, 26, 28 May</p> <p>*24 May 2025, Saturday (9am to 6pm)</p> <p>28 Apr, 24 and 28 May at Mediacorp Campus</p> <p>Assessment: 09 to 13 Jun (Assessment slots to be released for selection nearer the date)</p>
Write and Edit Copy for Interactive Media Projects (Classroom and Synchronous E-Learning)	25 hrs	Dr. Colin J Smith	<p>30 Jun 02, 07, 09, 14, 16, 21, 23 Jul</p> <p>30 Jun and 23 Jul at Mediacorp Campus</p> <p>Assessment: 30 Jul</p>
Making Online Content (Classroom and Synchronous E-Learning)	48 hrs	Ray Pang	<p>11, 13, 18, 20, 25, 27 Aug 01, 03, 08, 10, *20, 24, 29 Sep 15, 23 Oct</p> <p>*20 Sep, Saturday (10am to 5pm)</p> <p>11 Aug, 20 Sep, 15 and 23 Oct at Mediacorp Campus</p> <p>Assessment: 23 Oct (within last lesson)</p>

*** Course dates are subject to change**

1 Stars Avenue
Singapore 138507

Tel (65) 6333 3888
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Website Diploma.MediaAcademy.sg

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 13 January 2025

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2025/ 2026			
Promote Products and Services on Social Media (Classroom and Synchronous E-Learning)	25 hrs	Adrian Chye/ Andrea Tan/ Nicole Loh	03, 05, 10, 12, 17, 19, 24, 26 Nov 03 and 26 Nov at Mediacorp Campus Assessment: 01 Dec
Manage IP at a Strategic Level (Classroom and Synchronous E-Learning)	28 hrs	Dr. Rex Yeap	02, 04, 09, 11, 16, 18, 30 Dec 06, 08 Jan 02 and 04 Dec at Mediacorp Campus Assessment: 15 Jan, 7pm to 9pm
Social Media – Monitoring, Metrics and Analytics (Classroom and Synchronous E-Learning)	30 hrs	Andrea Tan/ Nicole Loh	19, 21, 26, 28 Jan 02, 04, 09, 11, 25 Feb 03 Mar 19 Jan and 25 Feb at Mediacorp Campus Assessment: 03 Mar (within last lesson)
Social Media – Public Relations, Ethics and Crisis Management (Classroom and Synchronous E-Learning)	30 hrs	Andrea Tan/ Nicole Loh	09, 11, 16, 18, 23, 25, 30 Mar 01, 06, 13 Apr 09 Mar and 06 Apr at Mediacorp Campus Assessment: 13 Apr (within last lesson)

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