

Graduate Diploma in Digital Marketing (GDDM)

Programme Structure

Duration : 12 months

RESTRICTED | 0

Intakes: Jan, May, Sept

September Intake				January Intake				May Intake			
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2 CA 1	CA 2 / Test Retest Evaluations CA 3 EXAM	Exam (Sup) BREAK		2 CA 1	CA 2 / Test Retest Evaluations CA 3 EXAM	Exam (Sup) BREAK		2 CA 1	CA 2 / Test Retest Evaluations CA 3 EXAM	Exam (Sup) BREAK	

Feedback Mechanism – Evaluation - Online evaluation of the programme and lecturers for each module will be conducted.

Timeline	Events	Remarks
12 weeks	13 lessons per module	
Week 4, 5 th lesson	CA 1 > Continuous Assessment	
Week 8, 9 th lesson	CA 2 > Continuous Assessment	Examinable Module
Week 8 Friday	Test	1 CA only module (Non-examinable) per term
Week 9 Friday	Re-test	Only for Approved valid reason (eg. MC)
Week 12, 12 th lesson	CA 2 > Continuous Assessment	Continuous Assessment Module (Non – Examinable)
Week 13 Thursday	Exam > 2 weeks result release	1 Examinable module per term
Week 16	SUPP EXAM > 1 week results release	Only for valid approved reasons or student who failed in the main