

| MINOR CORE - 40 |  |              |        |        |        |        |                   |                                      |               |                      |          |  |         |
|-----------------|--|--------------|--------|--------|--------|--------|-------------------|--------------------------------------|---------------|----------------------|----------|--|---------|
| Code            | Name   | Credit Units | Jan 20 | Jul 20 | Jan 21 | Jul 21 | Last Presentation | Time Table                           | Pre-requisite | Excluded Combination | Grouping | Remarks  | Lab*    |
| CET310          | <a href="#">Branding Using Social Media</a>          | 5            | N      | Y      | Y      | Y      | 2025/07           | TUESDAY TERM 1 WEEK 2                |               |                      |          | Students will be required to bring their own laptop to class.                            | NON-LAB |
| COM376e         | <a href="#">Strategic Social Media Management</a>    | 5            | Y      | N      | Y      | N      | 2025/07           | TUESDAY TERM 2 WEEK 1<br>Every Week  |               |                      |          |  | NON-LAB |
| GSP207e         | <a href="#">Social Media Creation and Management</a> | 5            | N      | Y      | N      | Y      | 2024/07           | THURSDAY TERM 1 WEEK 1<br>Every Week |               |                      |          | Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic. | NON-LAB |
| GSP208e         | <a href="#">Video Storytelling Techniques</a>        | 5            | N      | Y      | N      | Y      | 2024/07           | THURSDAY TERM 2 WEEK 2<br>Every Week |               |                      |          | Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic. | NON-LAB |

| Code    | Name  | Credit Units | Jan 20 | Jul 20 | Jan 21 | Jul 21 | Last Presentation | Time Table                            | Pre-requisite | Excluded Combination | Grouping | Remarks   | Lab*    |
|---------|---|--------------|--------|--------|--------|--------|-------------------|---------------------------------------|---------------|----------------------|----------|---|---------|
| GSP209e | <a href="#">Digital Video Content Creation</a>        | 5            | Y      | N      | Y      | N      | 2024/07           | THURSDAY TERM 1 WEEK 1<br>Every Week  | GSP208        |                      |          | Min 50% of class attendance. Students will be attending classes at Singapore Polytechnic.   | LAB     |
| GSP210e | <a href="#">Web Analytics</a>                         | 5            | Y      | N      | Y      | N      | 2024/07           | THURSDAY TERM 1 WEEK 1<br>Every Week  |               |                      |          | Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic.  | NON-LAB |
| MKT360  | <a href="#">Internet &amp; Social Media Marketing</a> | 5            | Y      | Y      | N      | Y      | 2025/07           | WEDNESDAY TERM 2 WEEK 2<br>Every Week | Nil           |                      |          | Please note that the window to complete the pre-course quiz for this course will end before the course commences. Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course. | NON-LAB |

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|--------|--|--------------|--------|--------|--------|--------|-------------------|------------------------------------|---------------|----------------------|----------|--|---------|
| MKT365 | <a href="#">Social Media Metrics &amp; Analytics</a> | 5            | N      | Y      | N      | Y      | 2025/07           | FRIDAY TERM 2 WEEK 1<br>Every Week |               |                      |          | Please note that the attempt period for the Pre-Course Quiz will start before the course commences. Students who fail to attain at least 60% for the Pre-Course Quiz will be deemed to have withdrawn from the course. | NON-LAB |

\* Students will be required to attend classes on day of presentation as well as on weekends or all classes may be on weekends.