



**@ASK Training**  
Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



# (SCTP) WSQ DIPLOMA IN INFOCOMM TECHNOLOGY (SALES AND MARKETING)

Course Codes: TGS-2023038990 / TGS-2023038987

Become a **competent digital marketer** in **7 modules (4 months)** and earn a WSQ Diploma in InfoComm Technology (Sales and Marketing)

## What is (SCTP) SkillsFuture Career Transition Programme?



The SkillsFuture Career Transition Programme (SCTP) supports mid-career individuals in acquiring industry-relevant skills to improve employability and pivot to new sectors or job roles.

This train-and-place programme is available on a part-time or full-time format, ranging from three to 12 months.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 95% funding and job placement programmes.



# TARGET AUDIENCE

## Career Seeker



According to recruitment and talent platform Grit's Singapore Salary Report & Market Outlook for 2022/2023, more than half (**57%**) of **employers** in Singapore are looking to **fill digital marketing roles**. Salaries for Digital Marketers range from **\$30,000** for entry level positions to **\$180,000** per annum for Head roles. - Sources: *PayScale and Glassdoor*. However, entry can be difficult as employers demand a wide range of skills and comprehensive portfolios that demonstrates experience

In this diploma programme, you will be provided with ample opportunity to implement practice on real-world projects. This will enable you to gain the experience employers look for. Plus, you will have experienced mentors guiding you throughout your capstone project (digital marketing portfolio).

## Business Owner



**"You can't manage what you don't understand"** is especially relevant for entrepreneurs with limited knowledge of digital marketing strategies and campaign implementation. Hiring, managing, and retaining talent then becomes a cyclical challenge on top of struggling to understand digital marketing return on investment (ROI).

Completing the 7 digital marketing modules in this Diploma programme equips you to **execute campaigns independently** or **manage your team better**.

It also helps you communicate expectations, foster collaboration, and utilise digital tools for productivity and performance tracking. This streamlines operations and enables you to provide clear guidance and support to your employees as a leader.

## Marketer



With technology rapidly advancing and industries undergoing critical digital transformation due largely to COVID-19, the **digital skills gap is widening**.

Many marketers in the past decade have **struggled to keep up with the ever-changing digital marketing landscape** until today.

This comprehensive diploma programme will not only enhance your skillset but also bolster your resume with essential industry-relevant expertise.

These skills will enable you to make substantial enhancements to marketing conversion rates and achieve a higher return on investment, ultimately boosting your professional profile and your organization's success.

## Minimum Entry Requirements

To enroll in this WSQ DIPLOMA in Infocomm Technology (Sales and Marketing) Programme, you should possess the following:

- 1 GCE 'O' level or equivalent ( $\geq 21$  years old); or
- NITEC/Higher NITEC ( $\geq 21$  years old); or
- Mature candidates ( $\geq 30$  years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

# PROGRAMME DESCRIPTION

Enhance your digital marketing skills and embark on a journey toward becoming a proficient digital marketer. Our comprehensive **Diploma in Digital Marketing** is designed to provide you with the in-depth knowledge and practical skills necessary to excel in today's fast-paced digital landscape.

The diploma program comprises seven highly focused modules starting with the **WordPress Website Creation Course** where you will master the art of creating modern, secure websites using WordPress. Next, you get to unleash your creativity and create digital content, including visuals, graphics, videos, and more in the **Digital Content Creation Course**. After which, you'll take on the **Copywriting & Content Writing Course** where you will learn the power of persuasive writing and the art of creating impactful content and copy.

Moving on from that, you'll learn the digital advertising aspects which consists of the **Google Ads Course** and the **Facebook and Instagram Marketing Course** where you'll set up campaigns from start to optimisation on the respective platforms. Finally, you'll go through the **Website and Landing Page Conversion Optimisation Course** where you'll be equipped with the skills and know-how to optimise marketing funnels and landing pages to increase conversion rates.

At the end of the course, you'll create a digital marketing campaign from start to finish through a **Capstone Project**.

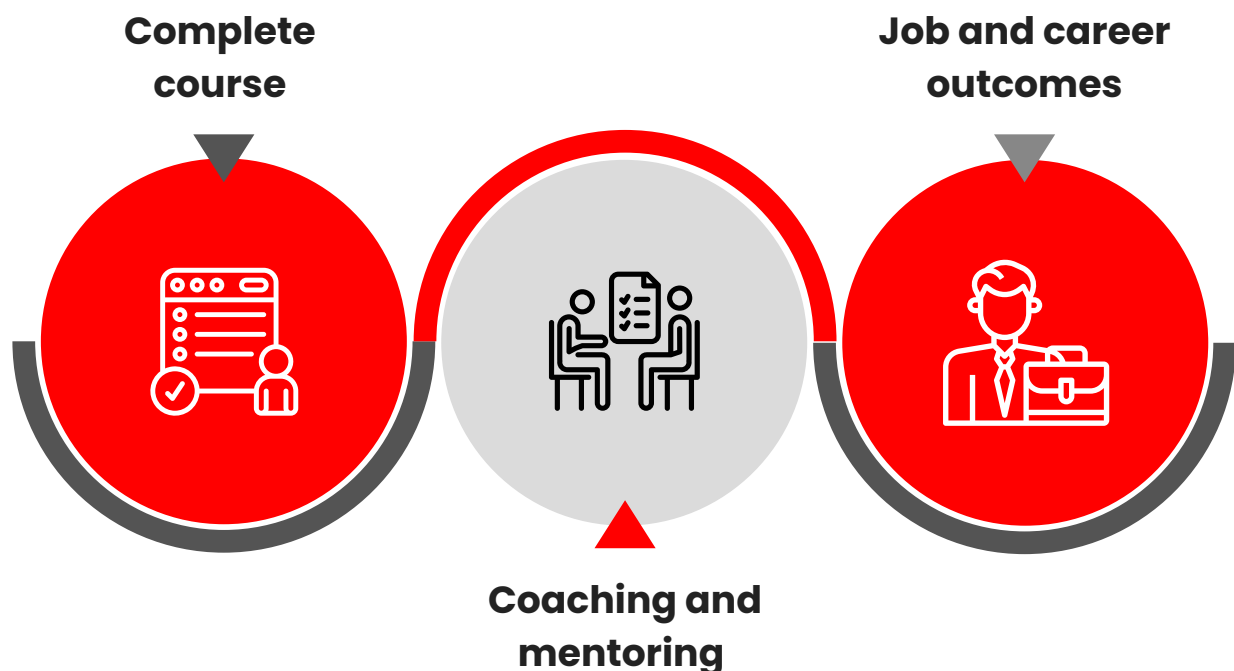
Upon completion of our Diploma in Digital Marketing, you'll not only possess a deep understanding of the digital marketing landscape but also have hands-on experience to showcase your expertise. Whether you're launching a new career or seeking to advance your current one, our diploma program empowers you to succeed in the ever-evolving world of digital marketing.

# WHY LEARN WITH **US**

When you learn with us, you will not only get certified by a recognised certification body, the Singapore Workforce Skills Qualifications (WSQ). You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- ✓ **Industry-recognised WSQ Statement of Attainments (SOA)**
- ✓ **Real world hands-on projects**
- ✓ **Comprehensive, up-to-date curriculum and courseware**
- ✓ **Post-course coaching and mentorship**
- ✓ **Career support services and job opportunities**

# POST-COURSE **SUPPORT**



# WHY WE ARE DIFFERENT

## @ASK TRAINING

- ✔ Instructors are subject matter experts
- ✔ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✔ Courseware is up-to-date
- ✔ Training is hands-on with real world project-based assignments
- ✔ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✔ Career support and job matching

## OTHER INSTITUTES

- ✘ Instructors may not have sufficient subject matter expertise
- ✘ Instructors' teaching experience may be inadequate
- ✘ Courseware may be outdated
- ✘ Curriculum and lesson plan may be unstructured and lack engagement
- ✘ Training may be loaded with lectures without opportunity to practice concepts taught
- ✘ Certificate may not be recognised
- ✘ No career services offered

# COURSE FEES & FUNDING

Course Subsidy Eligibility	Course Fee before Subsidy and GST	Baseline Funding	Mid-Career Enhanced Subsidy (MCES)	Nett Fees Payable (incl. 8% GST)
Singapore Citizens <b>40 years old and above</b>	\$7,928.00	70%	20%	\$983.07
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b>		70%	-	\$2,568.67
Foreigners <b>21 years old and above</b>		-	-	\$8,562.24

Singapore Citizens 21 years old and above who meet special criteria\* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy.

AFS is only eligible for SkillsFuture Career Transition Programme applicants

For more detailed funding information and information for company sponsored individuals, visit <https://asktraining.com.sg/digital-marketing-courses/diploma-in-digital-marketing/>

# PROGRAMME **OUTLINE**

## ▶ **Module 1: WordPress Website Creation** Create a modern, engaging website and landing pages, secure a website and maintain the website

- Learning Unit 1: Getting Started with Building a Website
- Learning Unit 2: Setting Up and Creating a WordPress Website
- Learning Unit 3: Ensuring Website Reliability and Security
- Learning Unit 4: Creating Effective Website Documentation

## ▶ **Module 2: Digital Content Creation** Create online content using Canva tool and determine suitable content management systems

- Learning Unit 1: Crafting Content Strategies from Vision to Guidelines
- Learning Unit 2: Navigating Brand Assets and Content Management Systems
- Learning Unit 3: Creating Graphics and Best Practices of Design Layouts
- Learning Unit 4: Animating Your Story Using GIFs and Beyond
- Learning Unit 5: Creating Compelling Content Using Video and Audio
- Learning Unit 6: Evaluating Content Performance and Keeping Up with Trends

## ▶ **Module 3: Copywriting & Content Writing** Apply effective copywriting techniques and write engaging online content

- Learning Unit 1: Crafting 'About Us' Content with Impact
- Learning Unit 2: The Art of Content and Copywriting
- Learning Unit 3: Advanced Writing Techniques for Impactful Writing
- Learning Unit 4: Mastering Multichannel Communication
- Learning Unit 5: Influence and Persuasion in Writing
- Learning Unit 6: Planning for Success and Beyond

## ▶ **Module 4: Google Ads** Launch Google Ads campaigns, measure performance and make campaign optimisations.

- Learning Unit 1: Navigating the Basics of Google Ads
- Learning Unit 2: Getting Started with Google Ads Setup
- Learning Unit 3: Measuring Success and Optimising with Google Ads

## ▶ **Module 5: Facebook & Instagram Marketing** Create and manage Facebook & Instagram marketing campaigns, measure and optimise performance

- Learning Unit 1: Foundations of Facebook and Instagram Marketing Strategy
- Learning Unit 2: Exploring Facebook's Native Marketing Channels
- Learning Unit 3: Setting up and Managing Facebook Business Manager
- Learning Unit 4: Bringing Your Marketing Campaigns to Life on Facebook and Instagram
- Learning Unit 5: Precision Audience Targeting on Facebook and Instagram
- Learning Unit 6: Analyzing and Reporting with Meta Ads Manager

## ▶ **Module 6: Website and Landing Page Conversion Optimisation** Optimise marketing funnels and landing pages to increase conversion rates.

- Learning Unit 1: Introduction to Conversion Rate Optimization (CRO) & User Experience Design
- Learning Unit 2: Understanding User Psychology and Web Design Principles
- Learning Unit 3: The Science of Creating High-Converting Landing Pages
- Learning Unit 4: Creating Landing Pages That Convert
- Learning Unit 5: Identifying Website Optimization Opportunities
- Learning Unit 6: Exploring Conversion Rate Optimization Tools
- Learning Unit 7: Navigating Prioritization, Tracking, and Reporting for CRO Success

## ▶ **Module 7: Capstone Project (Digital Marketing Campaign)**

Develop and execute a comprehensive digital marketing campaign tailored to a company's needs using the skills and strategies learnt in all the 6 modules.



up to  
**95%**  
SkillsFuture  
Funding

# E- CERTIFICATION

A SkillsFuture WSQ Diploma in InfoComm Technology (Sales and Marketing) and Diploma in Digital Marketing by ASK Training will be awarded to candidates who have demonstrated competency in the programme.

## VISIT OUR WEBSITE

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### Speak to a Course Consultant

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