



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



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



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

Course Codes: TGS-2023038989 / TGS-2023038988

Master **advanced digital marketing strategies** through real-world, hands-on projects across **8 modules (6 months)** and earn a WSQ Specialist Diploma in InfoComm Technology (Sales and Marketing).

Eligible For **\$4,000**  
SkillsFuture Level-Up  
Programme

## 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

Through this Specialist Diploma programme, you will be able to immerse yourself in advanced digital marketing techniques and get the opportunity to implement these advanced tools and methodologies on real-world projects. This will help to enhance your employability. Additionally, you will be supported by veteran mentors who will guide you through the duration of 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).

This advanced programme will enable you to lead a full fledged digital marketing team and communicate effectively with digital agencies. With knowledge and skills on advanced online marketing strategies, you will also be able to align your teams with company objectives.

Hiring, managing, and retaining talent no longer becomes a constant challenge and you can look forward to scaling your marketing department as your business expands. This will undoubtedly lead to a more more cohesive and productive workforce.

## 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.

After completing the 8 advanced digital marketing modules, you will be able to develop and implement advanced digital marketing strategies and effectively manage digital marketing teams both in-house and outsourced.

Your ability to lead and drive results in digital marketing will make you an invaluable asset to your organization.

## Minimum Entry Requirements

To enroll in this WSQ Search Engine Optimisation (SEO) Course, 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

This advanced course, the **Specialist Diploma in Digital Marketing**, is designed to help you excel in the competitive digital landscape. It consists of eight specialised modules that cover various aspects of digital marketing.

You'll learn advanced strategies for digital marketing, digital advertising, social media management, content marketing, search engine optimization, digital marketing analytics, and email marketing. The course culminates in a Capstone Project where you create a digital marketing strategic plan.

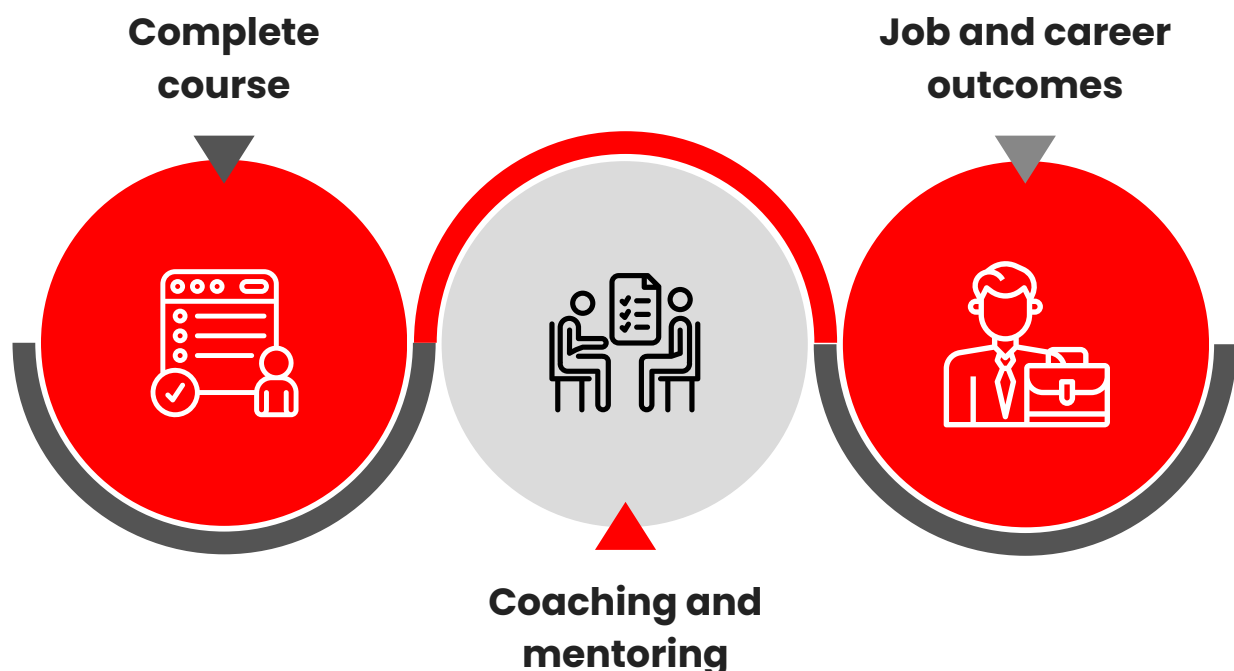
By completing this program, you'll not only gain expertise in advanced digital marketing but also develop skills for effective team management, making you a valuable asset to any organization, whether you're advancing your career or starting a new one.

# 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. 9% GST)
Singapore Citizens <b>40 years old and above</b>	\$9,116.00	70%	20%	\$1,157.74
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b>		70%	-	\$2,980.94
Foreigners <b>21 years old and above</b>		-	-	\$9,936.44

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/specialist-diploma-in-digital-marketing/>

# PROGRAMME **OUTLINE**

## ▶ **Module 1: Advanced Digital Marketing Strategy**

**Develop an advanced digital marketing strategic plan, a digital marketing transformation roadmap and manage a digital marketing team**

- Learning Unit 1: Exploring Advanced Digital Marketing Techniques
- Learning Unit 2: Analyzing Your Digital Marketing Ecosystem
- Learning Unit 3: Building Your Next-Level Digital Marketing Strategy
- Learning Unit 4: Practical Steps for Digital Transformation Implementation

## ▶ **Module 2: Advanced Digital Advertising**

**Manage digital ad operations and optimise digital marketing return on advertising spend (ROAS)**

- Learning Unit 1: Elevate Your Brand Strategy for the Digital Age
- Learning Unit 2: Exploring the Digital Advertising Ecosystem
- Learning Unit 3: Analyzing the Effectiveness of Digital Advertising Campaigns
- Learning Unit 4: Optimizing Digital Advertising Operations

## ▶ **Module 3: Advanced Social Media Management**

**Develop a social media management strategy and manage a social media team**

- Learning Unit 1: Understanding Social Media Through Company and Competitor Analysis
- Learning Unit 2: Crafting Social Media Posts from Ideation to Scheduling
- Learning Unit 3: Implementing Advanced Social Media Content Tactics
- Learning Unit 4: Measuring and Analyzing Social Media Metrics for Success
- Learning Unit 5: Social Media Compliance and Management Practices

## ▶ **Module 4: Advanced Digital Content Marketing**

**Build a content marketing strategy and manage a content team.**

- Learning Unit 1: Introduction to Content Marketing
- Learning Unit 2: Designing Your Content Blueprint
- Learning Unit 3: Mastering Content Development
- Learning Unit 4: Distributing Your Content Strategically
- Learning Unit 5: Analyzing and Measuring Content Success

## ▶ **Module 5: Advanced Search Engine Optimisation (SEO)**

**Perform advanced search engine optimisation and manage an SEO team.**

- Learning Unit 1: Elevating Your Content Strategy with Advanced SEO Techniques
- Learning Unit 2: Navigating Complex SEO Algorithms with Advanced On-Page Tactics
- Learning Unit 3: Crafting Advanced Link-Building Tactics for SEO Success
- Learning Unit 4: Measuring Success with Advanced SEO Strategies and Analytics

# PROGRAMME **OUTLINE**

## ► **Module 6: Advanced Digital Marketing Analytics (Google Analytics)**

**Set up and analyse digital marketing performance reports.**

- Learning Unit 1: Mastering Advanced GA4 Fundamentals
- Learning Unit 2: Mapping Your GA4 Measurement Strategy
- Learning Unit 3: Navigating the Data Landscape in GA4
- Learning Unit 4: Mastering Tracking in GA4
- Learning Unit 5: Event and Conversion Configuration in GA4
- Learning Unit 6: Analytics Insights for Advertising Data
- Learning Unit 7: Essential GA4 Configuration Techniques
- Learning Unit 8: Exploring Data Insights with GA4

## ► **Module 7: Email Marketing**

**Set up and manage email marketing campaigns**

- Learning Unit 1: Getting Started with Email Marketing and Marketing Automation
- Learning Unit 2: Building Blocks of Email Marketing
- Learning Unit 3: Creating and Nurturing Your Email Audience
- Learning Unit 4: Effective Email Communication Strategies and Crafting Persuasive Emails
- Learning Unit 5: Creating an Effective Email Marketing Strategy
- Learning Unit 6: Maximizing Email Marketing Performance
- Learning Unit 7: The Digital Customer Journey with Lifecycle Marketing
- Learning Unit 8: Streamlining Marketing with Drip Campaigns
- Learning Unit 9: Navigating the World of Automation Triggers
- Learning Unit 10: Measuring and Analyzing Email Marketing Success

## ► **Module 8: Capstone Project (Digital Marketing Strategic Plan)**

**Build a content marketing strategy and manage a content team.**

Develop and execute a comprehensive digital marketing strategic plan tailored to a company's needs using the skills and strategies learnt in all the 7 modules.

up to  
**95%**  
SkillsFuture  
Funding

# E- CERTIFICATION

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

## VISIT OUR WEBSITE

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

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### Speak to a Course Consultant

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