WSQ Generative AI for Digital Marketing

Course description

This course comprehensively explores Generative AI (GenAI) in digital marketing, beginning with foundational concepts and advancing to practical applications. In the first learning unit, "Introduction to GenAI in Digital Marketing," learners will understand the development, current applications, and strategic importance of GenAI in reshaping digital marketing. This unit will explore how GenAI enhances content creation and customer engagement.

The second unit, "Creative Idea Generation with GenAI," focuses on applying foundational principles to generate and refine marketing designs using GenAI tools and evaluating the commercial viability and market impact of GenAI-driven concepts. In "Translating Ideas into Workable GenAI-Driven Concepts," the third unit, learners will transform creative ideas into actionable marketing strategies, utilising GenAI for creating and optimising campaign variations through split testing.

The final unit, "Analysing Factors Influencing GenAI-Driven Design Solutions," will guide learners in assessing audience reactions, ethical considerations, and the effectiveness of personalised strategies. This unit ensures that learners can responsibly evaluate their GenAI creations' impact, integrating performance metrics and ethical implications. By the end of the course, learners will have practical skills in employing GenAI for innovative, versatile, and ethical digital marketing strategies.

Target Audience

This course is designed for the following audience groups:

(1) corporate marketers who are familiar with traditional marketing channels but would need to upgrade themselves for the digital world;

(2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge on YouTube marketing to better engage their customers via another digital marketing platform;

(3) professionals and small enterprise owners who are seeking to leverage on digital marketing strategies to increase the public's awareness of their products and services.

Course Code: TGS-2024045388

Course Duration: 2 days, 9am – 7pm
(17 hours of training, 1 hour of assessment)

Course Dates: https://asktraining.com.sg/course-schedule/

Course Objectives

Upon completion of this course, trainees should be to:

- Review the role of GenAI in digital marketing and how fundamental design principles apply to GenAI-driven marketing solutions.
- Apply appropriate techniques to generate creative ideas using GenAI tools.
- Develop design concepts that leverage GenAI, including evaluating their commercial potential.
- Utilise GenAI to translate creative ideas into practical marketing concepts and develop variations for effective testing and personalisation.
- Conduct an analysis and evaluation of the GenAI-driven design solutions considering ethical aspects and audience interactions.

Course Outline

Introduction to GenAI in Digital Marketing
- Overview of GenAI and its Applications in Marketing
- Fundamental Design Principles in the Context of GenAI

Creative Idea Generation with GenAI
- Techniques for Generating Creative Ideas with GenAI
- Developing Design Concepts with GenAI
- Evaluating GenAI-Driven Concepts for Commercial Potential

Translating Ideas into Workable GenAI-Driven Concepts
- Using GenAI to Translate Creative Ideas into Workable Concepts
- Developing Variations of Marketing Concepts with GenAI for Split Testing
- Creating Personalised Marketing Concepts for Specific Target Audiences with GenAI

Analysing Factors Influencing GenAI-Driven Design Solutions
- Understanding Factors Relating to Audience Interactions and Responses, including Ethical Considerations
- Using GenAI for Analysis and Comparison of Design Concepts

Pre-requisites:

Participants need to have basic computer knowledge to navigate the Internet for research purposes.

Participants are highly encouraged to bring their personal laptops so that recommended marketing tools and their respective passwords can be saved on their own laptops to make it more convenient for the next login. Should participants choose not to bring their personal laptops, @ASK Training will provide each participant with a laptop for the duration of the course.

Course Fees & Schedule

Full Course Fee: $988.00 + $88.92 (9% gst) = $1076.92 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
    - For course commencement Jan 2022, absentee payroll funding is $4.50 per hour capped at $100,000 per enterprise per calendar year

- Nett course fee paid is 90%-claimable via SkillsFuture Enterprise Credit (SFEC) of $10,000. It is expiring on end June 2024.

Self-Sponsored

- Skillsfuture Credit is eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at $250/year. NTUC members aged 40 and above can enjoy higher funding support up to $500/year for courses attended between 01 April 2022 to 31 March 2023. Sign up https://ntuc.co/ask-edm

Company Sponsored			Self-Sponsored	
SME	**Non-SME**		**All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)**	**Singapore Citizens Aged ≥ 40 Years (70% of course fees)**
Singaporean & PR (70% of course fees)	**Singaporean & PR (50% of course fees)**	**Singaporean aged ≥ 40 (70% of course fees)**		
$296.40 +$88.92(gst) = $385.32	$494 + $88.92(gst) = $582.92	$296.40 +$88.92(gst) = $385.32	$494 + $88.92(gst) = $582.92	$296.40 +$88.92(gst) = $385.32

Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.