



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



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



# 2-DAYS WSQ DIGITAL ADVERTISING COURSE

Learn how to run paid ads for your business effectively from setup to implementation.



## Course Duration

2 Days

8.30 AM - 6.30 PM



## Course Fee

From **\$114.30** (inclusive of GST)  
after **90% SkillsFuture Funding**



## Mode of Delivery

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework  
Course Code: TGS-2023020891



## Who Should Attend

This Digital Advertising course is suitable for professionals in roles such as Marketing Executives, Marketing Managers, Business Owners, and Digital Marketing Account Managers responsible for supervising and coordinating paid media campaigns and individuals looking to run digital advertising campaigns.

@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 90% funding and Career Advisory and Resources Support Programme.



## Minimum Entry Requirements

To enrol in this WSQ Digital Advertising 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.

# COURSE DESCRIPTION

In today's world, digital advertising has become an essential part of any successful marketing strategy. With the rise of social media and other online platforms, businesses are shifting their advertising budgets from traditional media to digital channels. In Singapore, ad spending in digital advertising is forecasted to increase continuously between 2023 and 2027 by a total of USD 597.7 million.

The WSQ Digital Advertising course is designed to equip trainees with a practical understanding of the various aspects of digital advertising, including conducting media plan activities within allocated budgets and timelines.

Trainees will learn how to create effective digital advertising campaigns, optimise them for maximum performance, and measure their success using various tools and metrics.

# COURSE HIGHLIGHTS

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## Learning Objectives:

Upon completion of this Digital Advertising training course, trainees should be able to utilise marketing mix frameworks to:

- Analyse media types by assessing their impact and coverage, including identifying media usage trends and integrating multiple platforms for effective communication and advertising.
- Formulate and execute a digital advertising strategy tailored to specific campaign objectives, including the selection of appropriate digital media channels, budget allocation, and key performance indicators, to effectively reach and engage target audiences in the digital landscape.

# COURSE **OUTLINE**

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## ▶ **Digital Advertising Fundamentals and Channels**

- Definition and significance of digital advertising in the modern marketing landscape
- Forms of Media Channels for Brand and Marketing Activities
- Types of Media and Their Impact and Coverage
- Trends in Media Usage in Digital Advertising
- Methods to Integrate Various Media Platforms

## ▶ **Digital Advertising Strategy and Planning**

- Framework for Digital Advertising Strategy and Planning
  - Stage 1: Campaign Definition
  - Stage 2: Strategy Development
  - Stage 3: Budgeting and Planning
  - Stage 4: Campaign Execution
  - Stage 5: Performance Monitoring and Optimisation
  - Stage 6: Evaluation and Reporting

## ▶ **Assessment Component**

- Written Assessment – Case Study
- Individual Project Presentation

# COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens <b>40 years old and above</b>	<b>S\$900.00</b>	<b>90%</b> SkillsFuture Funding	<b>S\$114.30</b>
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b>		<b>70%</b> SkillsFuture Funding	<b>S\$294.30</b>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<b>Small-to-Medium Enterprise (SME)</b> Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	<b>S\$900.00</b>	<b>90%</b> SkillsFuture Funding	<b>S\$114.30</b>
<b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		<b>70%</b> SkillsFuture Funding	<b>S\$294.30</b>
<b>Non-SME</b> Singapore Citizens 40 years old and above		<b>90%</b> SkillsFuture Funding	<b>S\$114.30</b>

For more detailed funding information, visit [asktraining.com.sg/course-fundings/](https://asktraining.com.sg/course-fundings/)

up to  
**90%**  
SkillsFuture  
Funding

# E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Digital Advertising Assessment and achieved at least 75% attendance.

# VISIT OUR WEBSITE

## WSQ DIGITAL ADVERTISING

Course Code: TGS-2023020891

<https://asktraining.com.sg/digital-marketing-courses/wsq-digital-advertising-course/>

@ASK Training is appointed as a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to **90%** fundings and Career Advisory and Resources Support Programme.

## Speak to a Course Consultant

Call: **6484 6723**

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