



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



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



# 2-DAYS WSQ DIGITAL CONTENT CREATION COURSE

Enhance Your Digital Content Skills and Create Impactful Digital Content



## Course Duration

**2 Days**  
8.30 AM - 6.30 PM



## Course Fee

From **\$125.48** (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-2023020897



## Who Should Attend

This course is designed for individuals seeking to enhance their digital content creation skills, including marketing professionals, content marketing experts, social media strategists, bloggers, vloggers, copywriters, entrepreneurs, business owners.

@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 Content Creation 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

Content is King," a term widely used in digital content creation, popularised by Bill Gates in 1996. Fast forward to today, it still remains the golden rule of the internet because content drives engagement, visibility, brand authority, audience value, social sharing, and conversion.

This 2-Day WSQ Digital Content Creation course is meticulously crafted to equip you with the essential skills needed to transform your creative concepts into standout content and bring your ideas to life.

This content creation training course offers a comprehensive learning experience through a blend of theory and hands-on projects. Learn how to create, strategise and manage digital content that resonates with your target audience, with emphasis on SEO and promotion through social media and email marketing.

You will also explore the latest trends and AI tools for both content and videos, gearing you up for this ever-evolving world of digital content creation. If you're ready to make a difference online, this course is exactly what you need.

# COURSE HIGHLIGHTS

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## Learning Outcomes:

- Transform an overall content management strategy into policies on web content creation and curation, breaking down the strategy into specific guidelines and rules that govern how content is created, curated, and managed on the web.
- Develop a web content strategy for an organisation, including defining target audiences, setting clear goals, planning content creation, and evaluating content management system options, considering cost, scalability, user-friendliness, and integration capabilities.
- Create and optimise various forms of digital content, including written, multimedia, and interactive content, adhering to best practices for search engine optimisation (SEO), user experience (UX) design, and accessibility to enhance the visibility, engagement, and effectiveness of web content for their target audience.
- Assess emerging tools and techniques, including applying them to enhance user engagement and adapt to evolving user behaviours in their content creation and management efforts.

# COURSE **OUTLINE**

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## ▶ **Content Management Strategies & Content Management System**

- Content Management Strategies Introduction
- Platforms To Put Up Your Content
- Brand (Tone, Style, Quality)
- Maintain A Unified & Consistent Standard For The Content

## ▶ **Digital Content Strategy and Planning**

- Digital Content Creation Foundation
- Define Content Goal/Objective
- Understand The Target Audience Of The Content
- What Type Of Content To Create For Your Target Audience
- Where To Publish Your Content

## ▶ **Content Creation and Optimisation**

- Generate Your Content Pieces, Titles & Topics
- Create Your Written Content
- Create Your Video Content
- Your Content Creation Calendar

## ▶ **Advanced Techniques and Trends**

- Trends
- AI For Written Content
- AI Tools For Videos

## ▶ **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
<p>Singapore Citizens <b>40 years old and above</b></p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b></p>	<p><b>S\$988.00</b></p>	<p><b>90%</b> SkillsFuture Funding</p> <hr/> <p><b>70%</b> SkillsFuture Funding</p>	<p><b>S\$125.48</b></p> <hr/> <p><b>S\$323.08</b></p>
<p><b>Company-Sponsored</b></p>		<p>Course Fee before Subsidy and GST</p>	<p>Eligible Funding</p>
<p><b>Small-to-Medium Enterprise (SME)</b> Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p><b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p><b>Non-SME</b> Singapore Citizens 40 years old and above</p>	<p><b>S\$988.00</b></p>	<p><b>90%</b> SkillsFuture Funding</p> <hr/> <p><b>70%</b> SkillsFuture Funding</p> <hr/> <p><b>90%</b> SkillsFuture Funding</p>	<p><b>S\$125.48</b></p> <hr/> <p><b>S\$323.08</b></p> <hr/> <p><b>S\$125.48</b></p>

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 Content Creation Course Assessment and achieved at least 75% attendance.

# VISIT OUR WEBSITE

## WSQ DIGITAL CONTENT CREATION COURSE

Course Code: TGS-2023020897

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

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## Speak to a Course Consultant

Call: **6484 6723**

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