



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



1-DAY WSQ DIGITAL MARKETING ESSENTIALS COURSE

Enhance your foundational knowledge in Digital Marketing and stay ahead in the digital age.



Course Duration

1 Day

8.30 AM - 5.00 PM



Course Fee

From **\$38.10** (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-2023020687



Who Should Attend

This Digital Marketing fundamentals course is suitable for individuals new to the digital marketing field, business owners, startup founders, entrepreneurs, marketing executives, freelance marketers, job seekers exploring career opportunities, and anyone looking to switch careers into digital marketing.

@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 Marketing Essentials Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 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

The WSQ Digital Marketing Essentials course is designed to equip trainees with the foundational skills and knowledge necessary to excel in the dynamic field of online marketing.

It covers the traditional marketing mix principles (Product, Price, Place, Promotion) within a digital context, including analysing how organisations adapt these elements in their digital marketing strategies. Through theoretical learning and practical exercises, including case studies and real-world examples, trainees will also learn to map the online customer journey, identifying critical digital touchpoints for optimal consumer engagement.

This fundamentals of digital marketing course is ideal for marketing professionals, business owners, and anyone looking to deepen their understanding of digital marketing in today's fast-paced digital world.

COURSE HIGHLIGHTS

Learning Objectives:

- Apply the principles of marketing mix (Product, Price, Place, and Promotion) within a digital marketing framework to analyse an organisation's marketing mix.
- Describe the concept of customer personas, including mapping the online customer journey, and understanding key touchpoints for optimal consumer engagement.
- Proficient in utilising digital marketing analytics tools, including identifying relevant KPIs, assessing the ROI of digital strategies, and recognising emerging trends that offer retail marketing opportunities.

COURSE **OUTLINE**

▶ **Digital Marketing and Marketing Mix**

- Introduction to Digital Marketing in the Context of the Marketing Mix
- The Evolution of the 'Product' Element in the Digital Age
- Pricing in the Digital Era
- Digital Distribution (Place)
- Promotion in Digital Marketing

▶ **The Digital Customer**

- Creating digital customer personas
- Mapping the digital customer journey and touchpoints
- Importance of analytics in understanding online consumer behaviour

▶ **Digital Strategy Impact**

- Introduction to Digital Strategy Impact
- Evaluating the Impact of Digital Strategies
- Digital Marketing and Analytics Tools
- Emerging Trends

▶ **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 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$300.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p>	<p>S\$38.10</p> <hr/> <p>S\$98.10</p>
<p>Company-Sponsored</p>		<p>Course Fee before Subsidy and GST</p>	<p>Eligible Funding</p>
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$300.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p> <hr/> <p>90% SkillsFuture Funding</p>	<p>S\$38.10</p> <hr/> <p>S\$98.10</p> <hr/> <p>S\$38.10</p>

For more detailed funding information, visit 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 Marketing Essentials Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ DIGITAL MARKETING ESSENTIALS - (CLASSROOM AND ASYNC E-LEARNING)

Course Code: TGS-2023020687

<https://asktraining.com.sg/digital-marketing-courses/wsq-digital-marketing-essentials-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

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