



@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).

What is (SCTP) SkillsFuture Career Transition Programme?



SCTP operates on a Train-and-Place modality, we will provide Career Advisory and Resources Support to help trainees in their job search in relevant sectors or job roles. There is no guarantee of a job placement upon graduation.

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

@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 Career Advisory and Resources Support upon graduation.



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 organisation.

Minimum Entry Requirements

To enrol in this WSQ Specialist Diploma in Digital Marketing Programme, you should possess the following:

- WPLN Level 5; or
- WSQ Advanced Certificate in Digital Marketing; or
- Mature candidates (≥ 30 years old with 8 years' work experience in a digital marketing-related field, including providing evidence of employment in their CVs); or
- Candidates with other qualifications will be considered on a case-by-case basis

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 optimisation, digital marketing analytics, and email marketing. The course culminates in a Capstone Project where you create a digital marketing strategic plan.

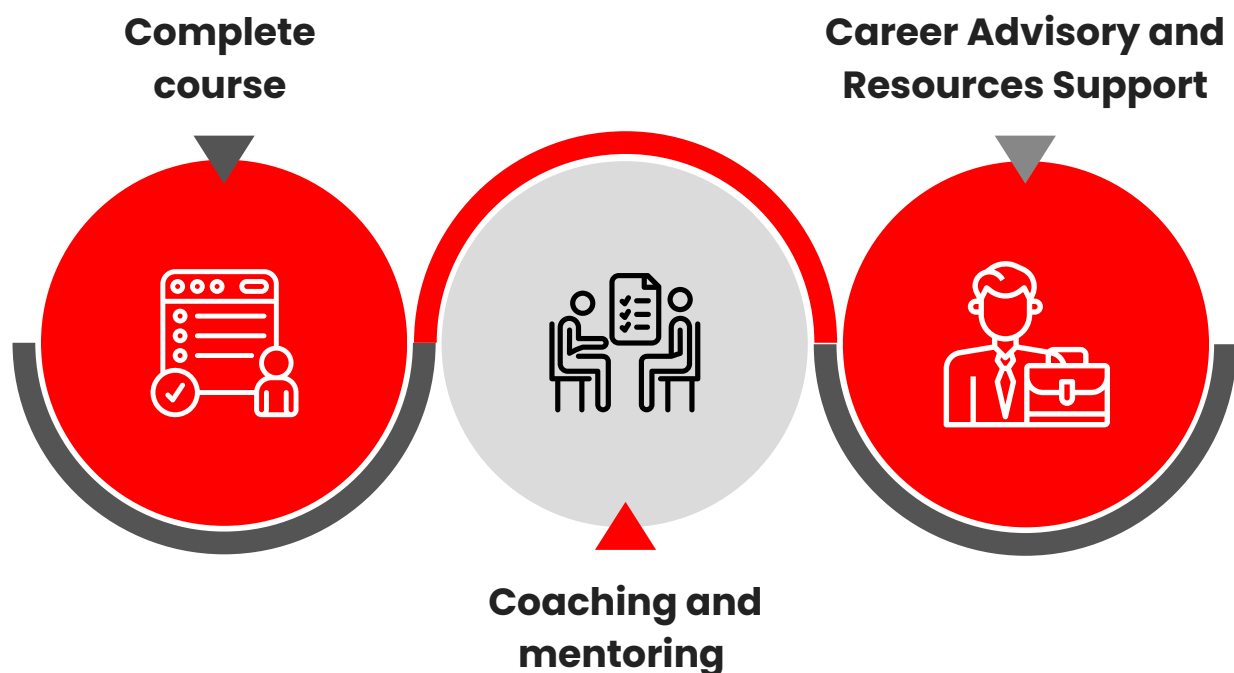
By completing this program, you'll not only gain expertise in advanced digital marketing but also develop skills for effective team management, making you a valuable asset to any organization, whether you're advancing your career or starting a new one.

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 Advisory and Resources Support Programme**

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 Advisory and Resources Support Programme

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 40 years old and above	\$9,116.00	70%	20%	\$1,157.73
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above		70%	-	\$2,980.93
Foreigners 21 years old and above		-	-	\$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: Understanding and Researching the Digital Landscape
- Learning Unit 2: Strategy Development and Planning
- Learning Unit 3: Operational Assessment and Capability Building
- Learning Unit 4: Alignment and Implementation

➤ **Module 2: Advanced Digital Advertising**

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

- Learning Unit 1: Strategic Planning and Analysis
- Learning Unit 2: Creative and Brand Development
- Learning Unit 3: Operational Management and Execution
- Learning Unit 4: Ethical, Legal, and Regulatory Considerations

➤ **Module 3: Advanced Social Media Management**

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

- Learning Unit 1: Strategic Planning and Policy Development
- Learning Unit 2: Content Creation and Audience Engagement
- Learning Unit 3: Implementation and Resource Management
- Learning Unit 4: Monitoring, Analysis, and Continuous Improvement

➤ **Module 4: Advanced Digital Content Marketing**

Build a content marketing strategy and manage a content team.

- Learning Unit 1: Advanced Digital Content Marketing
- Learning Unit 2: Content Development and Management
- Learning Unit 3: Distribution and Promotion in Digital Content Marketing
- Learning Unit 4: Performance Analysis and Optimisation in Digital Content Marketing

➤ **Module 5: Advanced Search Engine Optimisation (SEO)**

Perform advanced search engine optimisation and manage an SEO team.

- Learning Unit 1: Integrated Marketing
- Learning Unit 2: Integrated Marketing Content
- Learning Unit 3: Search Engine Result Page - SERP
- Learning Unit 4: Technical SEO Audit
- Learning Unit 5: Content Optimisation Strategy
- Learning Unit 6: Link Building Strategy
- Learning Unit 7: Managing SEO Campaigns
- Learning Unit 8: Emerging Marketing Trends

PROGRAMME **OUTLINE**

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

Set up and analyse digital marketing performance reports.

- Learning Unit 1: Analytics Setup and Event Tracking
- Learning Unit 2: User Behaviour Analysis & Reporting
- Learning Unit 3: Advanced Analytics Techniques & Integration
- Learning Unit 4: Advanced Reporting & Optimisation

► **Module 7: Email Marketing**

Set up and manage email marketing campaigns

- Learning Unit 1: Email Marketing: Foundational Knowledge and Strategy
- Learning Unit 2: Email Content Creation, Design, and Personalisation
- Learning Unit 3: Implementation, Automation, and Integration of Email Marketing Systems
- Learning Unit 4: Testing, Analytics, Optimisation and Ethics

► **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

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Speak to a Course Consultant

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