2-DAY WSQ GENERATIVE AI FOR DIGITAL MARKETING COURSE

Course Code: TGS-2024045388

up to 70% SkillsFuture Funding

COURSE DESCRIPTION

Advance your digital marketing skills with this practical, hands-on course tailored for working professionals ready to embrace the power of Generative AI (GenAI). Whether you work in marketing, branding, or content creation, this course equips you with the tools skills and knowledge to design innovative, data-driven campaigns using GenAI tools.

The course begins with "Introduction to GenAI in Digital Marketing," where you'll explore how GenAI is reshaping the industry, enhancing content production, personalising engagement, and driving strategic decisions. You'll gain a solid foundation in the evolution of GenAI and its current applications in the digital space.

Next, in "Creative Idea Generation with GenAI," you'll use AI tools to brainstorm, visualise, and refine impactful marketing concepts, while assessing their commercial potential and audience appeal.

COURSE DURATION
2 Days
9AM – 7PM

COURSE FEE
$988 (Before Subsidy & GST)
$385.32
(After **70%** SkillsFuture Funding)

COURSE SCHEDULE
www.asktraining.com.sg/course-schedule/

Call: **6484 6723**

WhatsApp: **9430 3852**

Email: **information@asktraining.com.sg**

West Branch
8 Jurong Town Hall Road
#27-01 The JTC Summit
Singapore 609434

Central Branch
10 Anson Road
#06-11 International Plaza
Singapore 079903

East Branch
229 Mountbatten Road
#03-43 Mountbatten Square
Singapore 398007

COURSE DESCRIPTION

In "Translating Ideas into Workable GenAI-Driven Concepts," you'll learn how to develop and optimise campaigns through A/B testing, turning creative ideas into practical marketing strategies.

The final unit, "Analysing Factors Influencing GenAI-Driven Design Solutions," focuses on measuring campaign effectiveness, interpreting audience responses, and applying ethical considerations of GenAI uses, and measuring campaign effectiveness.

Throughout the course, you'll work with a suite of AI tools including
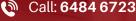- Text: ChatGPT, Copilot, Gemini
- Images: DALL·E, Microsoft Designer, Meta.ai, Canva
- Video: Veed.io, Google Veo
- Audio: Google NotebookLM

You'll gain practical skills you can immediately apply in your workplace. By course end, you'll be ready to lead GenAI-driven innovation in your marketing efforts.

LEARNING OUTCOMES

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.

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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
- Evaluating the Effectiveness and Ethical Implications of Personalised Marketing Strategies

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COURSE FEE & FUNDING

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.

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

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding		Nett Fees Payable incl. 9% GST
Singapore Citizens **40 years old and above**	S$988.00	**70%**	SkillsFuture Funding	S$385.32
Singapore Citizens, PRs or LTVP+ Holders **21 years old and above**		**50%**	SkillsFuture Funding	S$582.92

Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding		Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S$988.00	**70%**	SkillsFuture Funding	S$385.32
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		**50%**	SkillsFuture Funding	S$582.92
Non-SME Singapore Citizens 40 years old and above		**70%**	SkillsFuture Funding	S$385.32

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

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