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Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

Digital Marketing

# 2-DAY WSQ GENERATIVE AI FOR DIGITAL MARKETING COURSE

Course Code: TGS-2024046361

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 - 6PM



### COURSE FEE

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



### COURSE SCHEDULE

[www.asktraining.com.sg/  
course-schedule/](http://www.asktraining.com.sg/course-schedule/)

Call: 6484 6723

WhatsApp: 9430 3852

Email: [information@asktraining.com.sg](mailto: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**

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### **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 paid members aged 40 and above can enjoy higher funding support up to \$500/year for courses.

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>\$S988.00</b>	<b>70%</b> SkillsFuture Funding	<b>\$S385.32</b>
Singapore Citizens, PRs or LTVP+ Holders <b>21 years old and above</b>		<b>50%</b> SkillsFuture Funding	<b>\$S582.92</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	<b>\$S988.00</b>	<b>70%</b> SkillsFuture Funding	<b>\$S385.32</b>
<b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		<b>50%</b> SkillsFuture Funding	<b>\$S582.92</b>
<b>Non-SME Singapore Citizens</b> 40 years old and above		<b>70%</b> SkillsFuture Funding	<b>\$S385.32</b>

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

