



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ **ADVANCED** DIGITAL ADVERTISING COURSE

Master Advanced Digital Advertising Techniques to
Create, Manage, and Optimise Campaigns Successfully



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$129.16** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020909



Who Should Attend

This course is suitable for digital marketing experts, advertising managers, marketing professionals, advertising agency specialists, entrepreneurs, business proprietors, budding digital advertising practitioners, and individuals responsible for planning and managing advertising campaigns.

@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 Advanced Digital Advertising 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 2-day Advanced Digital Advertising course is designed specifically for those who already have a grasp of digital marketing basics and are eager to dive deeper into the advanced world of digital advertising. Explore the expansive landscape of digital advertising, covering essential channels like search engine advertising, social media advertising, programmatic advertising, and video advertising.

In this advanced training course, gain a comprehensive understanding of how to utilise each channel effectively to amplify your brand's presence and reach your target audience. Our hands-on approach ensures that you not only grasp the theory but also gain practical experience in executing advanced digital advertising strategies across multiple channels.

At the end of this course, you'll be equipped with the skills and confidence needed to assess campaign performance, craft compelling digital advertising campaigns that strategically align with your brand's objectives, and effectively manage advertising operations.

COURSE **HIGHLIGHTS**

Learning Objectives:

- Analyse and interpret complex data sets to develop comprehensive digital advertising strategies that effectively target key audiences across multiple channels and platforms.
- Create compelling and innovative digital advertising content that aligns with brand identity, engages diverse audiences, and leverages multimedia formats, particularly video, to enhance brand storytelling and emotional connection.
- Manage and execute digital advertising campaigns, utilising programmatic advertising tools and social media platforms, while continuously monitoring and optimising campaign performance based on key performance indicators (KPIs).
- Navigate and comply with evolving digital advertising regulations and ethical standards, ensuring all campaigns adhere to privacy laws and ethical guidelines while maintaining consumer trust and brand integrity.

COURSE **OUTLINE**

➤ **Module 1: Strategic Planning and Analysis**

- Data-Driven Strategies
- Multi-Channel and Cross-Platform Advertising
- Search Engine Marketing (SEM) and Optimisation (SEO)
- Customer Journey Mapping
- Global Advertising and Cultural Considerations
- Emerging Technologies and Trends

➤ **Module 2: Creative and Brand Development**

- Brand Building in the Digital Age
- Personalisation and Dynamic Content
- Creative Development and Design Thinking
- Video Advertising

➤ **Module 3: Operational Management and Execution**

- Programmatic Advertising
- Social Media Advertising
- Managing Digital Advertising Operations
- Measuring and Analysing Campaign Performance

➤ **Module 4: Ethical, Legal, and Regulatory Considerations**

- Privacy, Ethics, and Regulation
- Organisational Policies for Media Use

➤ **Hands-on Project-based Assignment**

At the end of the module, the trainees should be able to demonstrate proficiency in developing an advanced digital advertising strategy, covering all aspects from strategic planning and analysis to ensuring all campaigns adhere to privacy laws and ethical guidelines while maintaining consumer trust and brand integrity.

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens 40 years old and above	S\$1,017.00	90% SkillsFuture Funding	S\$129.16
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above		70% SkillsFuture Funding	S\$332.56
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 and above	S\$1,017.00	90% SkillsFuture Funding	S\$129.16
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$332.56
Non-SME Singapore Citizens 40 years old and above		90% SkillsFuture Funding	S\$129.16

For more detailed funding information, visit asktraining.com.sg/course-fundings/



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 Advanced Digital Advertising Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ ADVANCED DIGITAL ADVERTISING COURSE

Course Code: TGS-2023020909

<https://asktraining.com.sg/digital-marketing-courses/wsq-advanced-digital-advertising-course/>

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Speak to a Course Consultant

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