



**@ASK Training**  
Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

up to  
**90%**  
SkillsFuture  
Funding

# 2-DAYS WSQ **ADVANCED** DIGITAL MARKETING STRATEGY COURSE

Master Comprehensive Digital Strategies for Business  
Success



## 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-2023020903



## Who Should Attend

This course is suitable for marketing professionals in senior roles, business owners, SME executives and any individual who is interested in the digital transformation of their organisation.

@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 Marketing Strategy course, you should possess the following:

- 1 GCE 'O' level or equivalent ( $\geq 21$  years old); or
- NITEC/Higher NITEC ( $\geq 21$  years old); or
- Mature candidates ( $\geq 30$  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

Building on foundational digital marketing concepts, the 2-day WSQ Advanced Digital Marketing Strategy course focuses on advanced strategies to maximise the impact of your digital marketing campaigns. Explore cutting-edge techniques and hands-on exercises by building on what you already know, then work on real-world case studies and teamwork activities to help you apply these concepts in practical ways.

This course fosters a collaborative learning environment that encourages creative thinking and critical analysis, empowering you to drive tangible business outcomes through digital channels. You'll learn how to craft strategies that drive results and adapt to changes in the market, all while considering emerging trends and customer needs.

By the end, you'll have the skills to create effective digital campaigns that make a real difference for your business or organisation.

# COURSE **HIGHLIGHTS**

## Learning Objectives:

- Analyse current and emerging digital marketing trends, technologies, and competitor strategies to identify potential opportunities and threats for the organisation's product or service.
- Develop an integrated digital marketing strategy that effectively combines various channels and tactics, from awareness building to enhancing customer lifetime value, tailored to the organisation's specific goals and target audience.
- Assess the organisation's current digital marketing capabilities and infrastructure, identifying key areas for improvement and formulating a strategic plan to enhance digital competencies and technological resources.
- Create a digital transformation plan for implementation that aligns the organisation's product or service offerings with market trends and customer preferences, including the internal communications of the marketing strategy.

# COURSE **OUTLINE**

## ➤ **Module 1: Understanding and Researching the Digital Landscape**

- Latest Digital Trends and Marketing Technology
- Research on Market and Digital Trends
- Audit of Competitor and Consumer Insights

## ➤ **Module 2: Strategy Development and Planning**

- Digital Strategy Concepts
- Advanced Digital Marketing Strategy Development
- Individual Digital Marketing Channel Strategies

## ➤ **Module 3: Operational Assessment and Capability Building**

- Audit of Current Digital and Technology Capabilities
- Digital Transformation Plan and Implementation Roadmap
- Marketing Automation and Technology Stack Implementation

## ➤ **Module 4: Alignment and Implementation**

- Alignment of Product/Service Priorities with Digital Transformation
- Development of Team Capabilities and Organisational Structure

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

At the end of this course, the trainees should be able to apply advanced digital marketing strategies, from initial research to strategy development, operational assessment, and implementation plans.



# COURSE FEES & **FUNDING**

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

For more detailed funding information, visit [asktraining.com.sg/course-fundings/](https://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 Marketing Strategy Assessment and achieved at least 75% attendance.

# VISIT OUR WEBSITE

## WSQ ADVANCED DIGITAL MARKETING STRATEGY COURSE

Course Code: TGS-2023020903

<https://asktraining.com.sg/digital-marketing-courses/wsqa-advanced-digital-marketing-strategy-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

Call: **6484 6723**

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