



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

(16 HRS)

# DIGITAL ADVERTISING

up to  
**90%**  
SkillsFuture  
Funding

Balance Fee  
SkillsFuture  
Credit &  
PSEA  
Claimable

Balance Fee  
SkillsFuture  
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Credit  
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## Course Synopsis

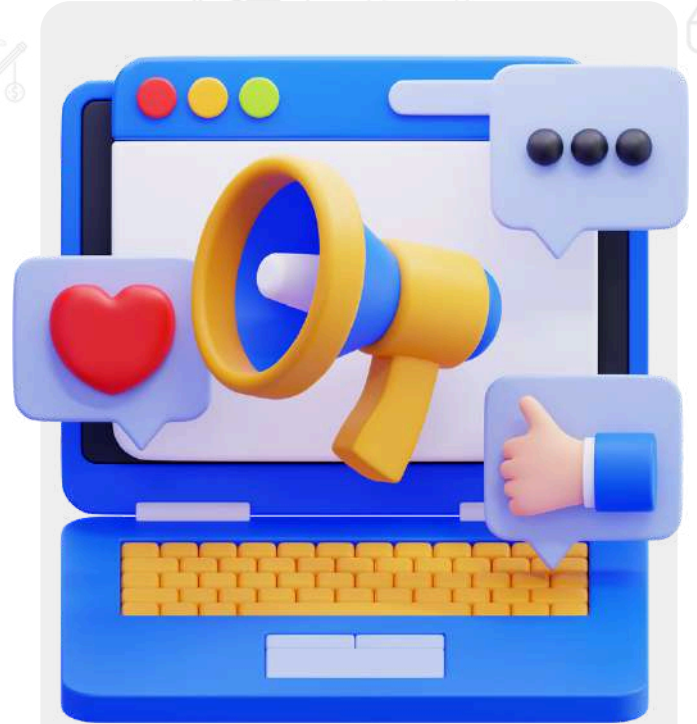
Digital advertising is now central to modern marketing, with budgets shifting from traditional to online channels. Yet 60% of SME spend is still wasted due to poor platform choices and weak targeting, while coordinated cross-channel campaigns deliver 24% higher conversions and 23% more revenue than single-platform efforts.

This Digital Advertising course equips participants with core knowledge and practical frameworks for planning effective campaigns. Whether you're a small business owner, marketing newcomer, or professional expanding your skills, the course offers a structured, hands-on approach to producing measurable results.

The curriculum covers how organic and paid media **drive brand growth**, how to select channels based on **audience behaviour**, and how to apply trends such as short-form video, user-generated content, and personalised messaging. Participants will also build budgeting skills using **CPM, CPC, and CPA models**, interpret performance using metrics like **CTR, ROAS, and CPA**, and design integrated multi-platform campaigns for stronger reach and consistency.

By completing the course, you will be able to match platforms to audience needs, allocate budgets effectively, identify high-return channels, and refine campaigns based on data instead of guesswork. With 70% of companies still relying on outdated KPIs and 83% of marketers citing ROI measurement as a key challenge, these capabilities set effective advertisers apart.

**Course Code:** TGS-2026064597



## Prerequisites

### Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

### Academic:

- Obtained at least a pass or C6 at GCE-Levels in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates ( $\geq 30$  years old) with 8 years of relevant working experience

## Total Training Hours:

- 16-hour training course including a 2-hour assessment
- Written Assessment

# Learning Units



## **Learning Unit 1**

What is Digital Advertising



## **Learning Unit 2**

Media Channels & Formats



## **Learning Unit 3**

Media Trends & Targeting



## **Learning Unit 4**

Planning Budget & Choosing Platforms



## **Learning Unit 5**

Evaluating Channel Effectiveness



## **Learning Unit 6**

Cross-Platform Integration & Improvement

# Course Objectives

*By the end of this course, learners should be able to:*

- ✓ Analyse how digital advertising supports business branding and customer engagement across different media types.
- ✓ Determine the suitability of different digital media channels for displaying ads based on audience behaviour and message clarity.
- ✓ Differentiate between current digital media trends to determine their effectiveness for targeting specific customer groups.
- ✓ Develop a media budget plan by selecting platforms based on cost, reach, audience needs and campaign goals.
- ✓ Interpret advertising performance results to determine which digital media platform delivered higher engagement and cost-effectiveness.
- ✓ Examine the strategic integration of multiple media platforms to determine their influence on campaign reach and compare past campaign outcomes to suggest refinements.

# Programme Fee


**S\$900**

(exclusive of 9% GST)


## PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$114.30**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$900.00	90% SkillsFuture Funding	S\$114.30
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$294.30

SkillsFuture Credits can be used on top of existing subsidies

 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	S\$900.00	90% SkillsFuture Funding	S\$114.30
<b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$294.30
<b>Non-SME</b> Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$114.30

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.

### Contact Us

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