



@ASK Training
Attitude | Skills | Knowledge

(16 HRS)

GENERATIVE AI FOR DIGITAL MARKETING

Course Synopsis

This course teaches you to use Generative AI tools – such as **ChatGPT**, **Canva AI**, and **Gemini** – as productivity accelerators across your digital marketing workflow. It is designed for marketing professionals, content creators, and business owners looking to work faster and smarter with AI.

You will learn prompt engineering to generate fit-for-purpose marketing copy, create AI-powered visuals aligned to campaign tone, and adapt content for platform-specific constraints across Instagram, LinkedIn, TikTok, email, and more. The course also covers the **4Ps marketing framework** with GenAI support, multi-channel campaign planning, KPI tracking and performance analysis, and ethical AI use through the **F.A.I.R. framework**.

Building on foundational content strategy skills, this course focuses on how to leverage AI to execute marketing campaigns faster while maintaining quality, brand consistency, and ethical standards.

Course Code: TGS-2026064607



Prerequisites

- Participants need to have basic computer knowledge to navigate the Internet for research purposes.
- Participants must also have a Gmail email address prior to the start of the course.

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 (≥ 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

GenAI in Context of Digital Marketing



Learning Unit 2

AI Copywriting Based on Campaign Needs



Learning Unit 3

Visuals with GenAI Tools



Learning Unit 4

AI for Campaign Strategy, Planning and Variation



Learning Unit 5

Cross-Channel Execution and Ethical Checks

Course Objectives

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

- ✓ Determine appropriate marketing objectives where GenAI improves channel productivity.
- ✓ Differentiate between GenAI tools and their applications in digital marketing.
- ✓ Analyse the risks and limitations of applying GenAI within a marketing mix.
- ✓ Apply prompting techniques to produce fit-for-purpose marketing content.
- ✓ Modify AI-generated content to align with platform constraints and audience needs.
- ✓ Select suitable digital platforms for content distribution based on message type.
- ✓ Construct GenAI-powered visuals aligned with campaign tone and layout principles.
- ✓ Examine how visual design impacts user engagement across marketing platforms.
- ✓ Develop a GenAI-assisted 4Ps marketing mix tailored to a specific offer.
- ✓ Customise campaign content based on platform features and audience behaviour.
- ✓ Recommend a marketing channel mix that meets defined campaign goals.
- ✓ Apply KPI tracking tools to monitor campaign and channel performance.
- ✓ Assess campaign outcomes using GenAI insights and digital metrics.
- ✓ Propose improvements to marketing integration based on performance findings.



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 <small>before Subsidy and GST</small>	Eligible Funding	Nett Fees Payable <small>incl. 9% GST</small>
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 <small>before Subsidy and GST</small>	Eligible Funding	Nett Fees Payable <small>incl. 9% GST</small>
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$114.30
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$294.30
Non-SME 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.

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