



@ASK Training
Attitude | Skills | Knowledge

(16 HRS)

SOCIAL MEDIA MARKETING

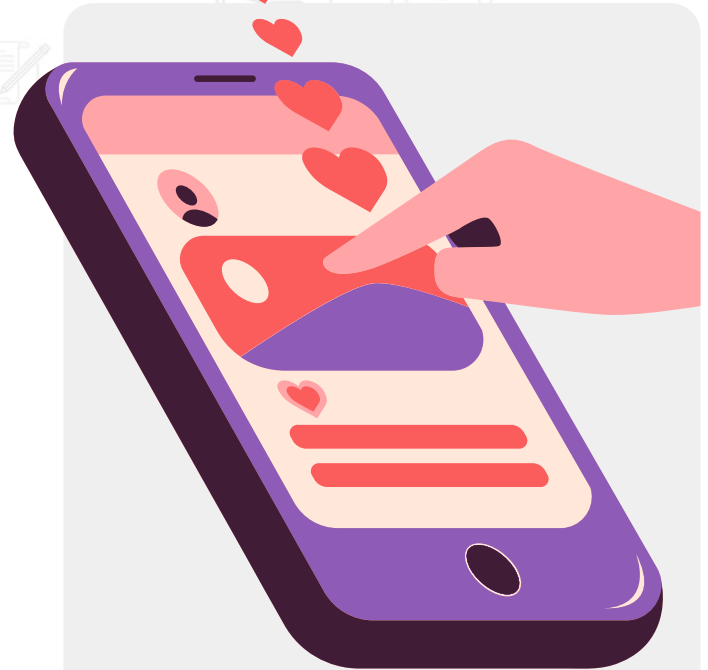
Course Synopsis

In today's hyper-connected society, platforms like Facebook, Instagram, and TikTok are deeply integrated into our daily social lives. For brands, this presents an unprecedented opportunity to turn digital interactions into business growth. The Social Media Marketing course is designed for professionals to master the practical skills and strategic knowledge needed to navigate this fast-evolving landscape.

Through five comprehensive learning units, participants will progress from understanding core platform features to mastering a professional **6-Step Social Media Marketing Framework**.

By the end of this training, participants will leave with a ready-to-implement social media strategy and the analytical proficiency to demonstrate its success in a competitive market.

Course Code: TGS-2026064609



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 (≥ 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

Concept of Social Media in Digital Marketing



Learning Unit 2

Planning & Development of a Social Media Strategy



Learning Unit 3

Implementation of a Social Media Strategy



Learning Unit 4

Evaluation of a Social Media Strategy



Learning Unit 5

Handling Escalated Complaints, Potential Conflicts, and Crisis Situations in Social Media

Course Objectives

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

- ✓ Choose the appropriate combination of social media channels for a company to interact with distinctly identified audiences in order to attain specific marketing goals.
- ✓ Develop an all-encompassing social media plan that includes crafting a customer profile and aligning social media marketing aims with client objectives.
- ✓ Implement a social media strategy, managing content scheduling, audience engagement, and community interactions across selected platforms while utilising management tools to ensure alignment with marketing objectives and maintain a consistent brand presence.
- ✓ Select relevant key performance indicators to evaluate the effectiveness of the social media strategy.
- ✓ Categorise and identify the severity of complaints, including responding to different types of complaints.

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\$900.00	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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