



@ASK Training
Attitude | Skills | Knowledge

(16 HRS)

VIDEO MARKETING



Course Synopsis

This Video Marketing course is designed for aspiring video marketers, content creators, and marketing professionals who want to develop strategic and effective video content for marketing and communication purposes. The course focuses on how videos can be planned and structured to **capture audience attention**, **communicate clear messages**, and **support business objectives**.

Participants will learn how to define the purpose of video content, understand target audiences, and design videos that align with specific marketing goals. The programme explores **key storytelling principles** that enhance audience engagement, including narrative structure, emotional connection, and the development of clear and purposeful video scripts.

The course also introduces practical approaches to planning video production, translating ideas into structured content plans such as shotlists and storyboards to ensure a clear creative direction. Participants will learn how to identify common quality issues in video content and apply appropriate solutions to maintain professional standards.

In addition, the programme covers **platform publishing requirements, branding and legal compliance considerations**, and the use of **analytics** to evaluate video performance. Emerging technologies, including **artificial intelligence**, are also introduced to support more efficient video content development and workflow planning.

By the end of the course, participants will be able to plan and develop purposeful video content that meets industry standards, engages audiences, and supports marketing objectives across digital platforms.

Course Code: TGS-2026064462



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

Video Marketing Content Design and Quality Fundamentals



Learning Unit 2

Storytelling Enhancement in Editing



Learning Unit 3

Post-Production Workflows and Compliance



Learning Unit 4

Technical Quality Control and Platform Standards



Learning Unit 5

AI and Technology Adoption in Video Editing

Course Objectives

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

- ✓ Analyse types of quality issues in video content.
- ✓ Develop solutions to rectify identified video quality issues.
- ✓ Develop remedial actions to resolve issues that do not comply with industry standards.
- ✓ Evaluate edited footage to recommend improvements to storytelling and emotional engagement.
- ✓ Design scripts and conceptualise edits that achieve the intended creative vision.
- ✓ Develop editing standards and guidelines aligned with legal, branding, and broadcasting requirements.
- ✓ Plan post-production workflow, outlining processes and timelines.
- ✓ Develop technical parameters to assess video quality.
- ✓ Evaluate industry and platform quality standards.
- ✓ Determine comprehensive quality and compliance reviews for publishing.
- ✓ Evaluate editing technologies that enhance efficiency and output quality.
- ✓ Apply and facilitate the adoption of relevant editing tools into post-production workflows.

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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