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(24 HRS)

FACEBOOK AND INSTAGRAM MARKETING

Course Synopsis

The Facebook & Instagram Marketing course builds applied skills in planning, implementing, and evaluating Facebook and Instagram marketing using Meta's current tools, data features, and **AI-assisted automation**. Participants will study platform trends, organic content strategies, and audience behaviour, using these insights to construct an integrated Meta marketing plan.

The course provides structured practice with **Page Insights, Meta Business Suite, Ads Manager**, and **Meta's Advantage+ automation tools**. You will use AI-driven functions, such as automated optimisation and AI-assisted audience selection, to design campaigns, refine creative assets, and analyse performance against defined KPIs.

Crisis-communication workflows and **brand-equity considerations** are included to support effective management of customer feedback and online issues on Meta platforms.

Through guided exercises and a practical project, you will develop the capability to:

- Align platform selection with audience, content, and campaign objectives.
- Develop and execute a Meta advertising plan supported by AI-assisted tools.
- Optimise campaigns using data, automation, and creative refinement.
- Apply crisis-management protocols to ensure consistent and timely responses.

Course Code: TGS-2026064603



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 O-Level 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:

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

Learning Units



Learning Unit 1

Meta (Facebook and Instagram) Marketing



Learning Unit 2

Meta Marketing Plan and Ads Campaign



Learning Unit 3

Launch and Evaluate Meta Ads Campaign



Learning Unit 4

Crisis Communication Plan

Course Objectives

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

- ✔ Utilise media platforms for marketing and media management while aligning platform selection with audience, content, goals, and resources to enhance social media strategy effectiveness.
- ✔ Create a comprehensive marketing plan that involves developing and facilitating the content and integration of media platforms for Meta, including defining the activities, timeline targets, and responsibilities.
- ✔ Demonstrate proficiency in refining the advertising strategy, optimising ad creatives, and making data-driven decisions for improved campaign results and return on investment.
- ✔ Develop crisis communication skills to effectively manage and resolve conflicts and complaints in Meta Ads campaigns.



Programme Fee

S\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(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\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

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
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

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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