



@ASK Training
Attitude | Skills | Knowledge

(16 HRS)

DIGITAL MARKETING ESSENTIALS

Course Synopsis

The Digital Marketing Essentials course is designed to equip participants with the foundational skills and knowledge necessary to excel in the dynamic field of online marketing.

It covers the traditional marketing mix principles (**Product, Price, Place, Promotion**) within a digital context, including analysing how organisations adapt these elements in their digital marketing strategies. Through theoretical learning and practical exercises, including case studies and real-world examples, participants will also learn to map the online customer journey, identifying **critical digital touchpoints** for optimal consumer engagement.

Beyond the fundamentals, participants will learn to navigate the future of retail with **Generative AI** and **Omnichannel strategies**. Using our **Trend-to-Action Framework**, they will leave with a ready-to-implement digital strategy that **maximises ROI** by aligning emerging technology with business goals.

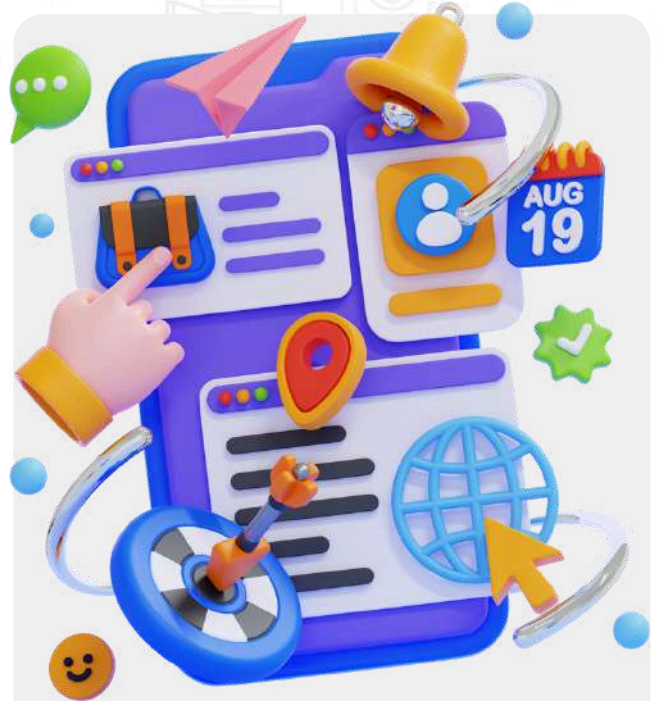
This fundamentals of digital marketing course is ideal for marketing professionals, business owners, and anyone looking to deepen their understanding of digital marketing in today's fast-paced digital world.

Course Code: TGS-2026064596

up to
90%
SkillsFuture
Funding

Balance Fee
SkillsFuture
Credit, PSEA
& UTAP
Claimable

Balance Fee
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Enterprise
Credit
Claimable



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:

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

Learning Units



Learning Unit 1 The Digital Customer



Learning Unit 2 Digital Marketing & the Marketing Mix



Learning Unit 3 Digital Marketing Analytics & Performance



Learning Unit 4 Emerging Trends & Digital Strategy

Course **Objectives**

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

- ✓ Differentiate customer needs to build a persona and map their digital buying journey.
- ✓ Evaluate how the marketing mix meets the needs of different customer types.
- ✓ Deconstruct each element of the marketing mix in relation to the business context.
- ✓ Determine which part of the mix needs adjustment for different retail formats.
- ✓ Assess analytics tools to choose those best suited to business needs.
- ✓ Interpret campaign performance using key digital metrics and Return on investment (ROI).
- ✓ Examine how an emerging digital trend can improve one part of the marketing mix.



Programme Fee

S\$981.00

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$114.30**

(inclusive of 9% GST) after 90% SWDA 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
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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