



@ASK Training
Attitude | Skills | Knowledge

GENERATIVE AI FOR DIGITAL MARKETING

Course Synopsis

This course comprehensively explores Generative AI (GenAI) in digital marketing, beginning with foundational concepts and advancing to practical applications. In the first learning unit, "Introduction to GenAI in Digital Marketing," learners will understand the development, current applications, and strategic importance of GenAI in reshaping digital marketing. This unit will explore how GenAI **enhances content creation** and **customer engagement**.

The second unit, "Creative Idea Generation with GenAI," focuses on applying foundational principles to generate and refine marketing designs using GenAI tools and evaluating the commercial viability and market impact of GenAI-driven concepts. In "Translating Ideas into Workable GenAI-Driven Concepts," the third unit, learners will transform creative ideas into actionable marketing strategies, utilising GenAI for creating and **optimising campaign variations through split testing**.

The final unit, "Analysing Factors Influencing GenAI-Driven Design Solutions," will guide learners in assessing audience reactions, ethical considerations, and the effectiveness of personalised strategies. This unit ensures that learners can responsibly evaluate their GenAI creations' impact, integrating performance metrics and ethical implications.

By the end of the course, learners will have practical skills in employing GenAI for innovative, versatile, and ethical digital marketing strategies.

Course Code: TGS-2026065508

up to
70%
SkillsFuture
Funding

Balance Fee
SkillsFuture
Credit, PSEA
& UTAP
Claimable

Balance Fee
SkillsFuture
Enterprise
Credit
Claimable



Prerequisites

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

Total Training Hours:

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

Learning Units



Learning Unit 1

Introduction to GenAI in Digital Marketing



Learning Unit 2

Creative Idea Generation with GenAI



Learning Unit 3

Translating Ideas into Workable
GenAI-Driven Concepts



Learning Unit 4

Analysing Factors Influencing GenAI-
Driven Design Solutions

Course **Objectives**

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

- ✓ Review the role of GenAI in digital marketing and how fundamental design principles apply to GenAI-driven marketing solutions.
- ✓ Apply appropriate techniques to generate creative ideas using GenAI tools.
- ✓ Develop design concepts that leverage GenAI, including evaluating their commercial potential.
- ✓ Utilise GenAI to translate creative ideas into practical marketing concepts and develop variations for effective testing and personalisation.
- ✓ Conduct an analysis and evaluation of the GenAI-driven design solutions considering ethical aspects and audience interactions.



Programme Fee

S\$1,076.92

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$385.32**

(inclusive of 9% GST) after 70% SWDA Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$988.00	70% SkillsFuture Funding	S\$385.32
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		50% SkillsFuture Funding	S\$582.92

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\$988.00	70% SkillsFuture Funding	S\$385.32
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		50% SkillsFuture Funding	S\$582.92
Non-SME Singaporean Citizens ≥ 40 years old		70% SkillsFuture Funding	S\$385.32

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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