



@ASK Training
Attitude | Skills | Knowledge



(SCTP)

DIPLOMA IN DIGITAL MARKETING

(ELIGIBLE FOR FULL-TIME TA)

Course Synopsis

The Diploma in Digital Marketing is designed to equip participants with the strategic, technical, and applied competencies required to plan, execute, optimise, and evaluate integrated digital marketing campaigns in modern organisations.

The programme builds a strong foundation across core digital marketing disciplines, including digital storytelling, copywriting and content creation, social media marketing (Facebook, Instagram, and TikTok), search advertising (Google Ads), website and landing page optimisation, and content performance analytics. Participants develop the ability to **align marketing objectives with business goals**, **audience behaviour**, and **platform requirements** to support effective multi-channel execution.

As participants progress through the programme, they deepen their expertise in specialised and emerging areas such as video marketing, conversion rate optimisation, and Generative AI applications for digital marketing.

Hands-on learning activities enable participants to apply AI tools to campaign planning, content generation, visual creation, channel selection, performance tracking, and ethical decision-making. This equips participants to operate confidently and responsibly in an increasingly AI-enabled digital marketing environment.

The programme emphasises **applied learning** and **real-world relevance** through practical activities, platform simulations, and an industry-aligned Capstone Project. Through the capstone, participants consolidate their skills by designing and presenting a complete digital marketing campaign, including campaign scoping, content development, paid advertising setup, social media campaign mock-ups, and conversion optimisation evaluation.

Upon completion, participants will be capable of supporting and managing end-to-end digital marketing initiatives, demonstrating **job-ready competencies** in campaign strategy, execution, optimisation, and performance analysis.



Entry Requirements

Language Proficiency:

- Attained at least WPLN Level 6, OR
- Obtained Grade C6 for GCE O Level English, OR
- Other equivalent qualifications

Academic Qualifications:

- 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 and above) with at least 8 years of relevant working experience

Course-Specific Prerequisites:

- The Capstone Project (Digital Marketing Campaign) (Module 15) requires prior completion of all fourteen SCTP modules (Modules 1 to 14). Participants must have completed all prerequisite modules before enrolling in the Capstone Project.

Course Code: TGS-2026063821

Target Audience

This programme is suitable for:

- ✓ Individuals seeking to enter the Digital Marketing sector with little or no prior experience
- ✓ Working professionals aiming to formalise their digital marketing knowledge or transition into digital marketing roles
- ✓ Marketing executives, coordinators, and business owners seeking to expand their capabilities across multiple digital channels
- ✓ Content creators, communication professionals, and designers looking to strengthen campaign planning, performance optimisation, and platform-specific skills
- ✓ Mature candidates with relevant work experience who wish to upskill for career progression



Programme Structure

The programme comprises 15 modules spanning 307 hours of training, including assessment hours. Modules 1 to 14 are SCTP modules that may be taken in any sequence. Module 15, the Capstone Project (Digital Marketing Campaign), must be completed last.

#	Module Title	Hours	Assessment
1	(16hrs) Digital Marketing Essentials	16	Written
2	(16hrs) Digital Advertising	16	Written
3	(16hrs) Social Media Marketing	16	Written
4	(24hrs) Search Engine Optimisation	24	Written
5	(24hrs) Digital Marketing Analytics (Google Analytics)	24	Written
6	(24hrs) WordPress Website Creation	24	Written
7	(24hrs) Copywriting & Contents Writing	24	Written
8	(24hrs) Digital Content Creation	24	Written
9	(24hrs) Facebook & Instagram Marketing	24	Written
10	(24hrs) Google Ads	24	Written
11	(24hrs) Website & Landing Page Conversion Optimisation	24	Written
12	(16hrs) Generative AI for Digital Marketing	16	Written
13	(16hrs) Video Marketing	16	Written
14	(16hrs) TikTok Marketing	16	Written + Practical
15	(19hrs) Capstone Project (Digital Marketing Campaign)	19	Written + Oral

Total Programme Hours: 307 hours

Assessment Overview

Each module is assessed through one or more of the following assessment types, selected to match the knowledge and skills being developed:

- **Written Assessment** — Tests conceptual understanding, terminology, frameworks, and analytical reasoning
- **Practical Assessment** — Evaluates hands-on technical proficiency through task-based exercises in lab or simulated environments
- **Oral Assessment** — Used in the Capstone Project to assess communication, project reasoning, and professional judgement

Programme Learning Outcomes

Upon successful completion of all modules, participants will be able to:



Apply digital marketing fundamentals to business contexts by analysing customer behaviour, mapping end-to-end digital customer journeys, and aligning marketing objectives with organisational goals across multiple channels.



Plan and execute integrated digital marketing campaigns that combine content marketing, social media, search, paid advertising, and website optimisation to achieve defined marketing objectives and KPIs



Create and optimise digital content by applying principles of digital storytelling, copywriting, visual design, and video marketing to meet platform-specific requirements and audience engagement expectations



Design, build, and evaluate digital platforms by developing websites and landing pages using content management systems, applying UX/UI and conversion optimisation principles to improve user experience and conversion outcomes.



Programme **Learning Outcomes**

Upon successful completion of all modules, participants will be able to:

- ✓ Leverage data and analytics for decision-making by interpreting digital marketing metrics, using tools such as Google Analytics 4, platform analytics, and campaign dashboards to evaluate performance, ROI, and optimisation opportunities.
- ✓ Plan and manage paid digital advertising initiatives by selecting appropriate platforms, setting budgets, deploying campaigns (e.g. Google Ads, Meta Ads, TikTok), and refining performance through testing and data-driven optimisation
- ✓ Apply Generative AI responsibly in digital marketing workflows to enhance productivity in campaign planning, content creation, visual development, and performance analysis, while adhering to ethical, legal, and brand governance considerations.
- ✓ Evaluate emerging trends and technologies in digital marketing to propose relevant enhancements to marketing strategies, including the adoption of new platforms, formats, automation tools, and AI-enabled capabilities.
- ✓ Demonstrate professional and workplace-ready competencies by collaborating effectively, communicating marketing ideas clearly, and managing campaign tasks in alignment with industry practices and stakeholder expectations.
- ✓ Execute an end-to-end digital marketing project through a Capstone Project that integrates strategy, content, paid media, analytics, and conversion optimisation to deliver a coherent, business-aligned digital marketing campaign.



Instructional Approach

All modules are delivered using a blended instructional approach designed to build both theoretical understanding and practical competence. Key methods include:

Interactive Lectures and Guided Demonstrations

Trainer-led sessions introduce core digital marketing concepts, frameworks, platforms, and tools using real campaign examples, platform walkthroughs, and current industry practices to connect theory with application.

Hands-On Lab Sessions

Participants engage in structured practical exercises such as setting up digital campaign mock-ups, creating content assets, configuring analytics tools, building websites or landing pages, and experimenting with AI tools to reinforce applied learning.

Scenario-Based Learning

Learning activities are anchored in realistic business scenarios where participants analyse customer needs, select channels, plan campaigns, and make optimisation decisions based on constraints, objectives, and performance data.

Case Study Discussions

Real-world campaign case studies are used to examine effective (and ineffective) digital marketing decisions, encouraging participants to evaluate strategies, platforms, creative approaches, and results within different business contexts

Problem-Based Learning

Participants work individually and in groups to diagnose campaign challenges, interpret analytics findings, identify friction points, and propose data-driven optimisation recommendations

Collaborative Learning and Group Discussion

Group discussions, peer feedback, and collaborative campaign planning activities are used to develop critical thinking, communication skills, and exposure to diverse perspectives and ideas

Practical Application and Skills Mastery

Repeated practice across tasks and assessments builds confidence, accuracy, and workplace readiness



Programme **Outline**

➤ **Module 1: (16hrs) Digital Marketing Essentials**

- 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

➤ **Module 2: (16hrs) Digital Advertising**

- Learning Unit 1: What is Digital Advertising
- Learning Unit 2: Media Channels & Formats
- Learning Unit 3: Media Trends & Targeting
- Learning Unit 4: Planning Budget & Choosing Platforms
- Learning Unit 5: Evaluating Channel Effectiveness
- Learning Unit 6: Cross-Platform Integration & Improvement

➤ **Module 3: (16hrs) Social Media Marketing**

- 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

➤ **Module 4: (24hrs) Search Engine Optimisation**

- Learning Unit 1: Search Engine Optimisation (SEO) vs Search Engine Marketing (SEM)
- Learning Unit 2: Keyword Research & On-Page SEO
- Learning Unit 3: Link Building (Off-Page SEO)
- Learning Unit 4: SEO Analytics

➤ **Module 5: (24hrs) Digital Marketing Analytics (Google Analytics)**

- Learning Unit 1: Introduction to Digital Marketing Analytics
- Learning Unit 2: Data sources in Digital Marketing
- Learning Unit 3: Using Google Analytics for Digital Marketing Analysis



Programme **Outline**

➤ **Module 6: (24hrs) WordPress Website Creation**

- Learning Unit 1: WordPress Website Planning and Setup
- Learning Unit 2: Development and Digital Marketing Integration
- Learning Unit 3: Design Documentation - WordPress Website

➤ **Module 7: (24hrs) Copywriting & Contents Writing**

- Learning Unit 1: Digital Storytelling, Copywriting, and Content Writing
- Learning Unit 2: Storyboard Creation & Content Strategy Plan

➤ **Module 8: (24hrs) Digital Content Creation**

- Learning Unit 1: Content Governance Policies and Guidelines
- Learning Unit 2: Managing Content and Content Management System
- Learning Unit 3: Publishing Web Content
- Learning Unit 4: Troubleshooting Content Management System Problems
- Learning Unit 5: Measuring Content Performance & Improving User Experience

➤ **Module 9: (24hrs) Facebook & Instagram Marketing**

- 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

➤ **Module 10: (24hrs) Google Ads**

- Learning Unit 1: Introduction to Google Ads and Strategic Planning
- Learning Unit 2: Campaign Setup
- Learning Unit 3: Measuring a Google Ads Campaign
- Learning Unit 4: Testing & Optimisation



Programme Outline

➤ Module 11: (24hrs) Website & Landing Page Conversion Optimisation

- Learning Unit 1: Introduction to Conversion Optimisation
- Learning Unit 2: Consumer Psychology and the User Experience
- Learning Unit 3: Fundamentals of Design (UX/UI)
- Learning Unit 4: Effective Content & Messaging
- Learning Unit 5: Optimisation Tools
- Learning Unit 6: Measurement and Reporting

➤ Module 12: (16hrs) Generative AI for Digital Marketing

- Learning Unit 1: GenAI in Context of Digital Marketing
- Learning Unit 2: AI Copywriting Based on Campaign Needs
- Learning Unit 3: Visuals with GenAI Tools
- Learning Unit 4: AI for Campaign Strategy, Planning and Variation
- Learning Unit 5: Cross-Channel Execution and Ethical Checks

➤ Module 13: (16hrs) Video Marketing

- 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

➤ Module 14: (16hrs) TikTok Marketing

- Learning Unit 1: Introduction to TikTok Marketing
- Learning Unit 2: Creating Engaging TikTok Content
- Learning Unit 3: TikTok Campaign Strategy
- Learning Unit 4: Analysing and Optimising TikTok Campaigns

➤ Module 15: (19hrs) Capstone Project (Digital Marketing Campaign)

- Learning Unit 1: Scope Digital Marketing Campaign
- Learning Unit 2: Create Landing Pages
- Learning Unit 3: Content Creation for Web and Social
- Learning Unit 4: Campaigns Copywriting & Content Writing
- Learning Unit 5: Google Ads
- Learning Unit 6: Facebook & Instagram Marketing
- Learning Unit 7: Website & Landing Page Conversion Optimisation



Why Learn From Us

You will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:



Real world hands-on projects



Post-course coaching and mentorship



Comprehensive, up-to-date curriculum and courseware



Career Advisory and Resources Support Programme

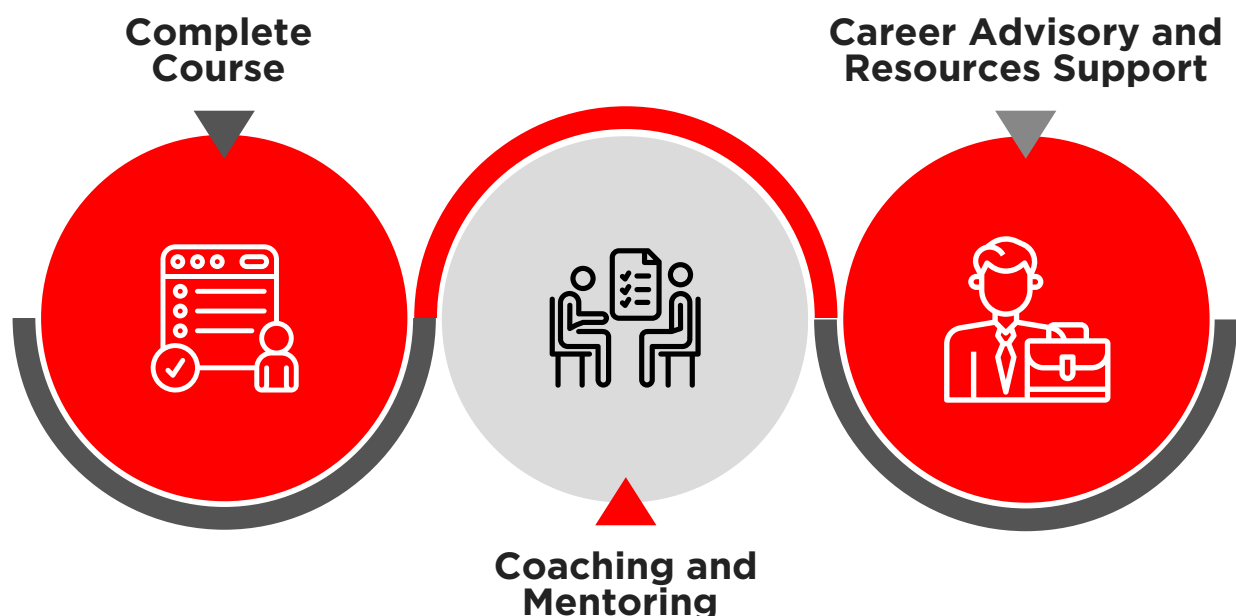
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- ✓ Instructors are subject matter experts
- ✓ Courseware is up-to-date
- ✓ Training is hands-on with real world project-based assignments
- ✓ Career Advisory and Resources Support Programme

OTHER INSTITUTES

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ No career services offered

Post Course Support



Programme Fee

S\$20,263.10

(inclusive of 9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$2,360.93**

(inclusive of 9% GST) after 90% SSWDA Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$18,590.00	90% SkillsFuture Funding	S\$2,360.93
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$6,078.93

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\$18,590.00	90% SkillsFuture Funding	S\$2,360.93
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$6,078.93
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$2,360.93

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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