



@ASK Training
Attitude | Skills | Knowledge

(16 HRS)

TIKTOK MARKETING

Course Synopsis

TikTok has rapidly become a key platform in the digital marketing landscape, offering marketers a fresh and dynamic way to connect with audiences through short-form videos, livestreams, and various interactive features. This 2-day programme provides participants with a structured, hands-on approach to understanding and applying TikTok marketing strategies tailored to the Singapore context.

Participants will explore the platform's core functions, user behaviour, and content formats, gaining practical insights into how TikTok differs from traditional social media channels. The course includes **guided walkthroughs**, **scenario-based exercises**, and **applied learning activities** to help learners build confidence in content creation, video editing, campaign planning, and performance tracking.

You will also be introduced to the **TikTok Shop ecosystem**, including **affiliate tools**, **product listings**, and **campaign launch processes**. The programme emphasises practical application, offering opportunities to experiment with TikTok's creative tools and analytics to refine marketing strategies.

By the end of the course, participants will be equipped to design and execute TikTok video campaigns that are relevant, engaging, and aligned with business goals, while developing a strong foundation in platform capabilities and user-centric marketing approaches.

Course Code: TGS-2026064605

up to
90%
SkillsFuture
Funding

Balance Fee
SkillsFuture
Credit, PSEA
& UTAP
Claimable

Balance Fee
SkillsFuture
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
- Practical Assessment
- Written Assessment

Learning Units



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

Course **Objectives**

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

- ✓ Distinguish user demographics and content trends to tailor marketing strategies effectively.
- ✓ Develop creative strategies and engaging content using TikTok.
- ✓ Administer the planning and execution of TikTok marketing campaigns that align with market requirements and user behaviour.
- ✓ Analyse the performance data in the TikTok campaign.
- ✓ Recommend possible design solutions to optimise the TikTok campaign.



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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