



**@ASK Training**  
Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS

up to  
**95%**  
SkillsFuture  
Funding

# **(SCTP) WSQ ADVANCED CERTIFICATE IN INFOCOMM TECHNOLOGY (SALES AND MARKETING)**

Course Codes: TGS-2023022337/ TGS-2023022336

Become a **Certified Digital Marketing Strategist** in  
**5 modules (1 month)** and earn a WSQ Advanced Certificate  
in InfoComm Technology (Sales and Marketing).

Eligible For **\$4,000**  
SkillsFuture Level-Up  
Programme

## **What is (SCTP) SkillsFuture Career Transition Programme?**



SCTP operates on a Train-and-Place modality, we will provide Career Advisory and Resources Support to help trainees in their job search in relevant sectors or job roles. There is no guarantee of a job placement upon graduation.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 95% funding and Career Advisory and Resources Support Programme.



# TARGET AUDIENCE

## Career Seeker



According to recruitment and talent platform Grit's Singapore Salary Report & Market Outlook for 2022/2023, more than half **(57%) of employers** in Singapore are looking to **fill digital marketing roles**. Salaries for Digital Marketers range from **\$30,000** for entry level positions to **\$180,000** per annum for Head roles. - Sources: *PayScale and Glassdoor*. However, entry can be difficult as employers demand a wide range of skills and comprehensive portfolios that demonstrates experience

Through this certification programme, you will gain firsthand exposure to the industry through real world project-based assignments.

## Business Owner



**"You can't manage what you don't understand"** is especially relevant for entrepreneurs with limited knowledge of digital marketing strategies and campaign implementation. Hiring, managing, and retaining talent then becomes a cyclical challenge on top of struggling to understand digital marketing return on investment (ROI).

**By completing the 5 essential digital marketing modules, you will:**

- Obtain a clear birds eye view of how the various digital marketing channels integrate to generate ROI
- Be able to develop customised digital marketing strategies for your own business
- Be able to make better informed decisions on whether to outsource campaign implementation to digital marketing agencies, retain them in-house, or a mix of both

## Marketer



With technology rapidly advancing and industries undergoing critical digital transformation due largely to COVID-19, the digital skills gap is widening.

Many marketers in the past decade have struggled to keep up with the ever-changing digital marketing landscape until today.

**This compact certification programme will:**

- Enable you to transition from a traditional marketer to a digital marketer
- Allow you to better manage digital marketing campaigns through external agencies or in-house
- Equip you with the ability to prove your contributions to your company and advance your career in marketing.

### Minimum Entry Requirements

To enrol in this WSQ Advanced Certificate in Digital Marketing Programme, you should possess the following:

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

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

## PROGRAMME DESCRIPTION

Elevate your career and become a Certified Digital Marketing Strategist with our intensive WSQ Advanced Certificate in Infocomm Technology (Sales and Marketing) programme. In just **one month**, you'll embark on a transformative journey through five comprehensive modules, totaling **85** hours of in-depth training.

Our certified programme begins with "**Digital Marketing Essentials**," where you'll grasp the fundamentals of digital marketing, from strategy creation to analytics. You'll have the opportunity to develop a practical digital marketing plan, ensuring you're ready to apply your knowledge in real-world scenarios. Next, "**Digital Advertising**" will take you into the world of digital media planning and advertising strategies, including hands-on application.

In "**Social Media Marketing**," you'll master the art of creating engaging content and building brand influence across various platforms. Following that, "**Search Engine Optimisation (SEO)**" will equip you with the skills to boost a website's organic search rankings. The journey concludes with "**Digital Marketing Analytics**," where you'll learn how to measure campaign performance and be able to transform these data into actionable insights.

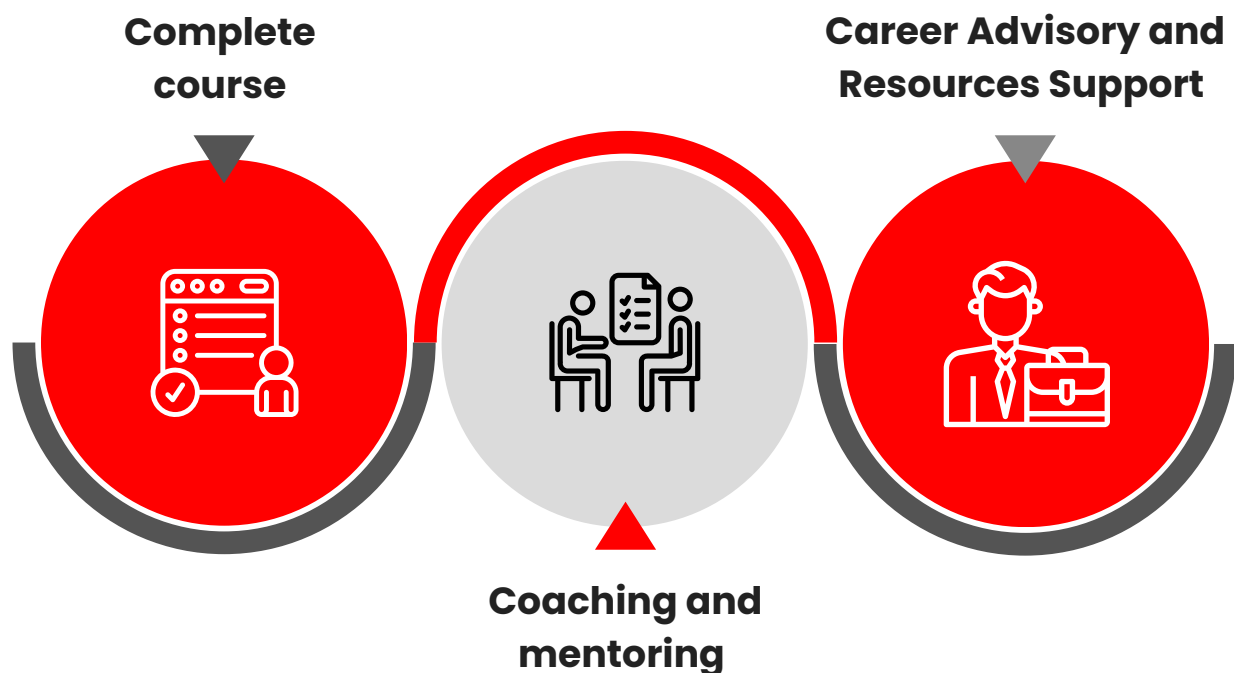
Whether you're advancing your career or starting a new one, our certified programme will empower you with the skills and knowledge to excel in the ever-evolving digital marketing landscape.

# WHY LEARN WITH **US**

When you learn with us, you will not only get certified by a recognised certification body, the Singapore Workforce Skills Qualifications (WSQ). You will also 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:

- ✓ **Industry-recognised WSQ Statement of Attainments (SOA)**
- ✓ **Comprehensive, up-to-date curriculum and courseware**
- ✓ **Real world hands-on projects**
- ✓ **Career Advisory and Resources Support Programme**

# POST-COURSE **SUPPORT**



# WHY WE ARE **DIFFERENT**

## @ASK TRAINING

- ✓ Instructors are subject matter experts
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Career Advisory and Resources Support Programme

## OTHER INSTITUTES

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ 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
- ✗ Certificate may not be recognised
- ✗ No career services offered

# COURSE FEES & **FUNDING**

Course Subsidy Eligibility	Course Fee before Subsidy and GST	Baseline Funding	Mid-Career Enhanced Subsidy (MCES)	Nett Fees Payable (incl. 9% GST)
Singapore Citizens <b>40 years old and above</b>	\$3,900.00	70%	20%	\$495.30
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b>		70%	-	\$1,275.30
Foreigners <b>21 years old and above</b>		-	-	\$4,251.00

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

For more detailed funding information and information for company sponsored individuals, visit <https://asktraining.com.sg/digital-marketing-courses/advanced-certificate-in-digital-marketing/>

# PROGRAMME **OUTLINE**

## ➤ **Module 1: Digital Marketing Essentials**

**Determine the appropriate channels and develop a basic digital marketing strategy for a business**

- Learning Unit 1: Digital Marketing and Marketing Mix
- Learning Unit 2: The Digital Customer
- Learning Unit 3: Digital Strategy Impact

## ➤ **Module 2: Digital Advertising**

**Manage digital advertising campaigns in-house or outsourced**

- Learning Unit 1: Digital Advertising Fundamentals and Channels
- Learning Unit 2: Digital Advertising Strategy and Planning
  - Framework for Digital Advertising Strategy and Planning

## ➤ **Module 3: Social Media Marketing**

**Apply strategies to grow a brand's social media influence**

- 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: Search Engine Optimisation (SEO)**

**Recommend strategies to increase a website's organic SEO rankings on Google**

- 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: Digital Marketing Analytics**

**Measure digital marketing campaign performance and provide insightful recommendations**

- 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

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# E- CERTIFICATION

A SkillsFuture WSQ Advanced Certificate in InfoComm Technology (Sales and Marketing) and Advanced Certificate in Digital Marketing by ASK Training will be awarded to candidates who have demonstrated competency in the programme.

## VISIT OUR WEBSITE

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### Speak to a Course Consultant

Call: **6484 6723**

WhatsApp: **9430 3852**

Email: **[information@asktraining.com.sg](mailto:information@asktraining.com.sg)**



8 Jurong Town Hall Road  
The JTC Summit  
#27-01, S609434



10 Anson Road  
International Plaza  
#06-11, S079903