DIGITAL MARKETING MODULES

Module Title	Allen Wong	Benjamin Song	David Boh	David Chan	Deleon Lim	Elizabeth Taylor	Eric Heng	Jocelyn Goh	Klenton Foo	Marcus Chiam	Martin Li	Timothy Ng	Tylus Lim	Raymond Teoh	Richard Ng	Koh Yoet Siang	Melvyn Tan	Elaine Teo	Rodney Tay	Christopher Tan	Chia Wee Wee	Winnie Liu
Digital Marketing Essentials	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital Advertising		✓	✓		✓	✓	✓		✓	✓	✓	✓		✓	✓	✓			✓	✓	✓	
Social Media Marketing	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Search Engine Optimisation (SEO)	✓	✓	✓	✓	✓	✓	✓		✓		✓			✓			✓		✓	✓		
Digital Marketing Analytics (Google Analytics)	✓		✓	✓			✓		✓		✓	✓		✓				✓	✓	✓		
WordPress Website Creation	✓	✓							✓	✓	✓						✓			✓		✓
Digital Content Creation	✓				✓	✓		✓		✓	✓		✓		✓		✓		✓		✓	✓
Copywriting & Content Writing		✓				✓		✓		✓	✓		✓				✓		✓		✓	
Google Ads		✓	✓		✓	✓					✓			✓	✓	✓		✓	✓	✓		✓
Facebook & Instagram Marketing		✓	✓	✓	✓	✓					✓			✓	✓	✓	✓	✓	✓	✓		✓
Website & Landing Page Conversion Optimisation	✓	✓	✓			✓					✓		✓	✓			✓			✓	✓	
Advanced Digital Marketing Strategy	✓	✓	✓			✓		✓		✓	✓	✓	✓	✓		✓	✓		✓	✓		
Advanced Digital Advertising		✓	✓			✓				✓	✓	✓	✓	✓	✓	✓			✓	✓		
Advanced Social Media Management		✓	✓	✓		✓		✓		✓	✓	✓		✓	✓		✓		✓	✓	✓	
Advanced Digital Content Marketing	✓					✓		✓		✓	✓		✓				✓		✓		✓	
Advanced Search Engine Optimisation (SEO)	✓		✓	✓		✓					✓			✓			✓			✓		
Advanced Digital Marketing Analytics (Google Analytics)	✓		✓	✓										✓						✓		
Email Marketing			✓			✓				✓	✓		✓							✓	✓	

INFRASTRUCTURE & OPERATIONS MODULES

Module Title	Philip	Say Toon	Johnson Yeo	HK Fung	Danny Soh	William Ho	Alan Fu	Jennifer Zhou	Kelvin Lim	S A Lim	Ken Goh	Weng Kam	Kelvin Wu	Han Neng	Rajpal	Gavin Chia	Daniel	Toh Tai Ann	Akshay Chawla	Mohamed Hassan	Ramasamy	Haja	Nicholas Lai	Mdm Foo	Jasline Lee	Gary
Introduction to Information Technology (IT)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓					✓	✓	✓	✓		
Understanding Computer Hardware & Peripherals	✓	✓	✓	✓	✓	✓			✓	✓		✓		✓	✓	✓						✓	✓	✓		
Operating Systems and Desktop Support	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓			✓	✓			✓			✓	✓	✓		
Network Fundamentals and Troubleshooting	✓	✓		✓	✓	✓	✓		✓	✓	✓				✓	✓			✓		✓		✓			
Cybersecurity Essentials		✓	✓	✓	✓	✓			✓	✓	✓			✓	✓											
IT Troubleshooting and Problem Solving	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓	✓				✓			
IT Service Management and Help Desk Operations		✓	✓	✓	✓		✓	✓	✓	✓	✓			✓	✓	✓			✓		✓		✓		✓	
Advanced Hardware and Software Troubleshooting	✓	✓	✓	✓	✓					✓			✓		✓											
Advanced Network Administration			✓	✓	✓	✓				✓	✓		✓						✓		✓					
Systems and Server Administration		✓	✓	✓	✓					✓			✓		✓			✓	✓		✓					
Cloud Computing		✓	✓	✓	✓	✓				✓			✓								✓					✓
Cybersecurity and Ethical Hacking		✓	✓	✓		✓			✓	✓			✓				✓									
Emerging Technologies and Trends		✓	✓	✓	✓	✓		✓	✓	✓			✓		✓		✓				✓					
IT Infrastructure and Operations		✓	✓	✓	✓					✓			✓		✓	✓			✓		✓					
Enterprise Architecture and Design		✓	✓	✓						✓			✓		✓				✓		✓					
IT Infrastructure Planning and Optimisation		✓	✓	✓	✓					✓			✓		✓						✓					
IT Disaster Recovery and Business Continuity		✓	✓	✓	✓	✓		✓	✓	✓			✓		✓				✓	✓						
Advanced IT Security and Cybersecurity		✓	✓	✓		✓				✓			✓						✓	✓						
IT Project Management		✓	✓		✓			✓		✓			✓		✓	✓							✓			
IT Infrastructure Automation and Orchestration		✓	✓		✓				✓	✓			✓													

S/N	Type	Trainer Name	Qualification	Category	Institution	ACTA/ACLP
1	Digital Marketing	Benjamin Song	Bachelor in Civil & Structural Engineering	Bachelor	Nanyang Technological University, Singapore	ACTA
2	Digital Marketing	Raymond Teoh	Bachelor in Engineering	Bachelor	Nanyang Technology University	ACLP
3	Digital Marketing	Christopher Tan	Masters in Marketing	Master	London School of Design & Marketing	ACLP
4	Digital Marketing	Melvyn Tan	Degree of Master of Business	Bachelor	Nanyang Technology University	ACTA
5	Digital Marketing	David Chan	GCE 'A' Level	A-Level	Private Candidate	ACLP
6	Digital Marketing	Elizabeth Taylor	Masters Degree Marketing	Master	University of Glamorgan	ACLP
7	Digital Marketing	Koh Yoet Siang	Master of Business Administration	Master	National University of Singapore	ACLP
8	Digital Marketing	Eric Heng	Professional Diploma, Business Analytics Programme Analyst	Diploma	NUS Institute of Systems Science	ACTA
9	Digital Marketing	Jocelyn Goh	Bachelors of Science in Management	Bachelor	University of London	ACTA
10	Digital Marketing	Richard Ng	Master in Digital Marketing	Master	Singapore University of Social Science	ACTA
11	Digital Marketing	Timothy Ng	Bachelor of Science (Computing)	Bachelor	National University of Singapore	ACLP
12	Digital Marketing	Martin Li	Master of Business Administration	Master	Murdoch University	ACLP
13	Digital Marketing	Tylus Lim	Bachelor in Business Administration	Bachelor	Royal Melbourne Institute of Technology	ACTA
14	Digital Marketing	Winnie Liu	Specialist Diploma in Leadership and People Management	Diploma	Kaplan Profesional	ACTA
15	Digital Marketing	David Boh	Master of Business Administration	Master	Alliance Manchester Business School	ACLP
16	Digital Marketing	Marcus Chiam	Master of Business Administration	Master	University of Adelaide	ACLP
17	Digital Marketing	Deleon Lim	Bachelor of Arts with Honours in Digital Marketing	Bachelor	Coventry University	ACLP
18	Digital Marketing	Chia Wee Wee	Bachelor Of Business Administration	Bachelor	National University of Singapore	ACLP
19	Digital Marketing	Klenton Foo	Bachelor Degree in Biomedical Engineering	Bachelor	Singapore University of Social Sciences	ACLP
20	Digital Marketing	Allen Wong	Diploma in Digital Interactive Media	Diploma	Republic Polytechnic	ACLP
21	Digital Marketing	Elaine Teo	Bachelor of Business Administration	Bachelor	Royal Melbourne Institute of Technology	ACLP
22	Digital Marketing	David Fong Zhen Yang	Master of Commerce (Applied Finance)	Master	The University of Queensland Australia	ACLP
23	Infrastructure & Operations	Foo Say Toon	Master of Business in Information Technology	Master	Royal Melbourne Institute of Technology	ACLP
24	Infrastructure & Operations	Fung Hee Koon	Bachelor of Science in Computing (Hons)	Bachelor	Oxford Brookes U niversity	ACLP
25	Infrastructure & Operations	Johnson Yeo	Diploma in Computer Information System	Diploma	Singapore Polytechnic	ACTA
26	Infrastructure & Operations	Philip Gan	Bachelor in Engineering (Mechanical)	Bachelor	Queensland University of Technology	ACTA
27	Infrastructure & Operations	Jennifer Zhou	Bachelor of Science (Hons) In Computing and Software Engineering	Bachelor	Oxford Brookes University	ACLP
28	Infrastructure & Operations	Danny Soh	Master of Business Administration	Master	Trinity College and University	ACLP
29	Infrastructure & Operations	Gavin Chia	Bachelor of Information Technology	Bachelor	Queensland University of Technology	ACLP
30	Infrastructure & Operations	William Ho	Master of Science, Technology Management	Master	Staffordshire University	ACLP
31	Infrastructure & Operations	Lim Su Aun Kelvin	Masters of Science	Master	Nanyang Technological University	ACTA