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

**WS** SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

up to **95%** SkillsFuture Funding

# (SCTP) WSQ DIPLOMA IN INFOCOMM TECHNOLOGY (SALES AND MARKETING)

Course Codes: TGS-2023038990 / TGS-2023038987

Become a **competent digital marketer** in **7 modules (4 months)** and earn a WSQ Diploma 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 upon graduation.

# 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

In this diploma programme, you will be provided with ample opportunity to implement practice on real-world projects. This will enable you to gain the experience employers look for. Plus, you will have experienced mentors guiding you throughout your capstone project (digital marketing portfolio).

## 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).

Completing the 7 digital marketing modules in this Diploma programme equips you to **execute campaigns independently** or **manage your team better**.

It also helps you communicate expectations, foster collaboration, and utilise digital tools for productivity and performance tracking. This streamlines operations and enables you to provide clear guidance and support to your employees as a leader.

## 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 comprehensive diploma programme will not only enhance your skillset but also bolster your resume with essential industry-relevant expertise.

These skills will enable you to make substantial enhancements to marketing conversion rates and achieve a higher return on investment, ultimately boosting your professional profile and your organisation's success.

## Minimum Entry Requirements

To enrol in this WSQ DIPLOMA in Infocomm Technology
(Sales and Marketing) Programme, you should possess the following:

- 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

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

# PROGRAMME **DESCRIPTION**

Enhance your digital marketing skills and embark on a journey toward becoming a proficient digital marketer. Our comprehensive **Diploma in Digital Marketing** is designed to provide you with the in-depth knowledge and practical skills necessary to excel in today's fast-paced digital landscape.

The diploma program comprises seven highly focused modules starting with the **WordPress Website Creation Course** where you will master the art of creating modern, secure websites using WordPress. Next, you get to unleash your creativity and create digital content, including visuals, graphics, videos, and more in the **Digital Content Creation Course**. After which, you'll take on the **Copywriting & Content Writing Course** where you will learn the power of persuasive writing and the art of creating impactful content and copy.

Moving on from that, you'll learn the digital advertising aspects which consists of the **Google Ads Course** and the **Facebook and Instagram Marketing Course** where you'll set up campaigns from start to optimisation on the respective platforms. Finally, you'll go through the **Website and Landing Page Conversion Optimisation Course** where you'll be equipped with the skills and know-how to optimise marketing funnels and landing pages to increase conversion rates.

At the end of the course, you'll create a digital marketing campaign from start to finish through a **Capstone Project**.

Upon completion of our Diploma in Digital Marketing, you'll not only possess a deep understanding of the digital marketing landscape but also have hands-on experience to showcase your expertise. Whether you're launching a new career or seeking to advance your current one, our diploma program empowers you to succeed in the ever-evolving world of digital marketing.

# 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)**

✓ **Real world hands-on projects**

✓ **Comprehensive, up-to-date curriculum and courseware**

✓ **Post-course coaching and mentorship**

✓ **Career Advisory and Resources Support Programme**

# POST-COURSE **SUPPORT**

**Complete course**

**Career Advisory and Resources Support**

**Coaching and mentoring**
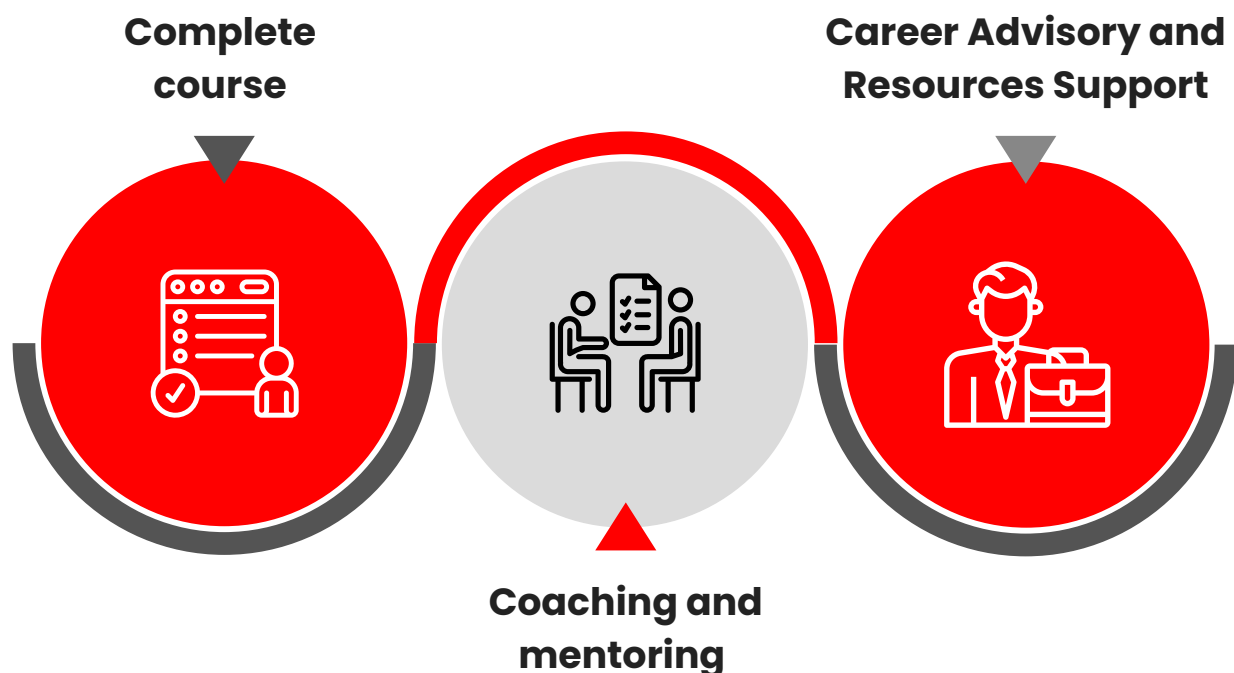
# Programme Fee / Funding Information

**S$7,928**
(exclusive of 9% GST)

**PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:**
From **S$610.46**
(inclusive of 9% GST) after 95% SSG Subsidies

| Self-Sponsored | Course Fee before Subsidy and GST | Eligible Funding | | Nett Fees Payable incl. 9% GST |
|---|---|---|---|---|
| Singapore Citizens ≥ **40 years old** | S$7,928 | **90%** | SkillsFuture Funding | S$1,006.86 |
| Singapore Citizens, PRs or LTVP+ Holders ≥ **21 years old** | | **70%** | SkillsFuture Funding | S$2,592.46 |

**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$7,928 | **90%** | SkillsFuture Funding | S$1,006.86 |
| **Non-SME** Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old | | **70%** | SkillsFuture Funding | S$2,592.46 |
| **Non-SME** Singaporean Citizens ≥ 40 years old | | **90%** | SkillsFuture Funding | S$1,006.86 |

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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**Course Codes: TGS-2023038990 / TGS-2023038987**

Visit our website: **https://asktraining.com.sg/digital-marketing-courses/diploma-in-digital-marketing/**

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# PROGRAMME OUTLINE

## Module 1: WordPress Website Creation
**Create a modern, engaging website and landing pages, secure a website and maintain the website**

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

## Module 2: Digital Content Creation
**Create online content using Canva tool and determine suitable content management systems**

- Learning Unit 1: Content Management Strategies & Content Management System
- Learning Unit 2: Digital Content Strategy and Planning
- Learning Unit 3: Content Creation and Optimisation
- Learning Unit 4: Advanced Techniques and Trends

## Module 3: Copywriting & Content Writing
**Apply effective copywriting techniques and write engaging online content**

- Learning Unit 1: Contents – The Foundation to Digital Marketing
- Learning Unit 2: Principles of Digital Storytelling
- Learning Unit 3: Evolving Preference in Contents
- Learning Unit 4: Conceptualising Content Ideas
- Learning Unit 5: Identifying Content Requirements
- Learning Unit 6: The Digital Storyboard Process
- Learning Unit 7: Parameters of Delivering Content
- Learning Unit 8: Features of Marketing Content
- Learning Unit 9: Modes of Content Delivery
- Learning Unit 10: Mapping Digital Storyboard
- Learning Unit 11: Frequency of Delivering Content
- Learning Unit 12: Determine Content Types and Styles
- Learning Unit 13: Modes and Processes for Distributing Contents
- Learning Unit 14: Guidelines for Content Strategy Execution
- Learning Unit 15: Concept of copywriting and content writing in digital marketing
- Learning Unit 16: SEO in Copywriting and Content Writing
- Learning Unit 17: The Role of Content in SEO
- Learning Unit 18: Ethical Considerations and Copywriting Law

## Module 4: Google Ads
**Launch Google Ads campaigns, measure performance and make campaign optimisations.**

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

## Module 5: Facebook & Instagram Marketing
**Create and manage Facebook & Instagram marketing campaigns, measure and optimise performance**

- 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 6: Website and Landing Page Conversion Optimisation
**Optimise marketing funnels and landing pages to increase conversion rates.**

- 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 7: Capstone Project (Digital Marketing Campaign)

Develop and execute a comprehensive digital marketing campaign tailored to a company's needs using the skills and strategies learnt in all the 6 modules.

# WHY WE ARE **DIFFERENT**

| @ASK TRAINING | OTHER INSTITUTES |
|---|---|
| ✓ Instructors are subject matter experts | ✗ Instructors may not have sufficient subject matter expertise |
| ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP) | ✗ Instructors' teaching experience may be inadequate |
| ✓ Courseware is up-to-date | ✗ Courseware may be outdated |
| ✓ Training is hands-on with real world project-based assignments | ✗ Curriculum and lesson plan may be unstructured and lack engagement |
| ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore | ✗ Training may be loaded with lectures without opportunity to practice concepts taught |
| ✓ Career Advisory and Resources Support Programme | ✗ Certificate may not be recognised |
| | ✗ No career services offered |

# E- CERTIFICATION

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

@ASK Training is appointed as a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Programmes with up to **95%** fundings and Career Advisory and Resources Support Programme.

## Speak to a Course Consultant

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