

## 02 Days – Digital Marketing – 17 Hours (ICDL Certification)

<b>Course Duration</b>	17 Hours	<b>Course Fee</b> Full Fee: \$480	<b>Subsidy &amp; Nett Fees</b> Please refer to page 2	<b>Mode of Training</b> Classroom
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**Certification** Successful trainees will receive the internationally recognized ICDL Certificate upon completion of the course. This certificate is administered by ICDL Singapore. This is a joint certification between WDA and ICDL Singapore. Student must take a 45 minute online assessment at the end of the course.

**Entry Requirement** Primary education without PSLE/PSPE Certificate or their equivalent

**Course Objective** This module set out essential concepts and skills relating to the fundamentals of digital marketing, including creating a web presence, optimizing content for search engines, using social media platforms, carrying out online marketing and advertising across a range of services, as well monitoring and improving campaigns using analytics.

On completion of this module each candidate will be able to:

- Understand key concepts of digital marketing, including advantages, limitations and planning.
- Understand various web presence options and how to select appropriate keywords for search engine optimization.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation
- Use a social media management service to schedule posts and set up notifications
- Understand various options for online marketing and advertising, including search engine, email and mobile marketing
- Understand and use analytics services to monitor and improve campaigns

<b>Course Outline</b>	<b>Section 1 – Key Concepts</b> Digital Marketing Overview, Techniques, Goals, Advantages, Limitations Legal and Regulatory Obligations	<b>Section 6 – Social Media Marketing Considerations</b> Social Media Platforms Social Media Marketing Campaigns
	<b>Section 2 – Planning</b> Digital Marketing Strategy Considerations Design Considerations Content Marketing Policies and Access Controls	<b>Section 7 – Social Media Accounts</b> Social Media Profile Types Creating a Social Media Business Profile Editing a Social Media Business Profile
	<b>Section 3 – Web Presence Options</b> Web Presence Solutions Creating A web Presence Content Management Systems	<b>Section 8 – Using Social Media</b> Social Media Actions Creating and Updating Posts
	<b>Section 4 – Web Considerations</b> Website Structure, Design, Content and Promotion	<b>Section 9 – Social Media Management Services</b> Social Media Management Services Scheduled Posts URL Shorteners
	<b>Section 5 – Search Engine Optimisation</b> Search Engine Optimisation Overview Keywords For SEO	

Effective from 01/01/2022



**Section 10 – Social Media Marketing and Promotion**

Influencers, Reviews and Referrals  
Targeted Audience  
Engaging Content

**Section 11 – Social Media Engagement, Lead Generation and Sales**

Comments and Notifications  
Call to Action

**Section 12 – Online Advertising**

Online Advertising Overview  
Search Engine Marketing Platforms  
Online Advertising Platforms  
Types of Online Advertisement  
Social Media Advertising

**Section 13 – E-Mail Marketing**

E-Mail Marketing Platforms  
Creating and E-mail Marketing Account  
Creating and Managing Contact Lists  
Creating and Managing E-Mail Campaigns

**Section 14 Mobile Marketing**

Mobile Marketing Overview  
Mobile Applications  
Mobile Marketing Considerations  
Mobile Advertising

**Section 15 – Web Analytics**

Analytics overview  
Website Analytics Overview  
Using Website Analytics

**Section 16 – Social Media Insights**

Social Media Insights Overview  
Using Social Media Insights

**Section 17 – E-mail Marketing Analytics**

E-Mail Marketing Analytics Overview  
Using E-Mail Marketing Analytics

**Section 18 – Online Advertising Analytics**

Online Advertising Analytics Overview  
Using Online Advertising Analytics

**Subsidy**

02 Days – Digital Marketing – 17 Hrs (ICDL Certification) TGS-2019502724		
	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$480.00	\$480.00
SkillsFuture Funding	\$336.00	\$240.00
Total Gross Fee	\$144.00	\$240.00
GST 7%	\$33.60	\$33.60
SkillsFuture Credit Deduction/Cash	\$177.60	\$273.60

Eligible for Claim Period: 22 Feb 2019 - 21 Feb 2023

**Participant need to pass the test to get subsidy**

SSG Advice:

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose for the courses available on the SkillsFuture Credit course directory.

PSEA Funding is available for student aged 21-25 Years old (Please Call PSEA Hotline 62600777 to check your balance),

Form for PSEA Funding is available from Genetic Computer School

Note: Student must bring ThumbDrive