

WSQ Facebook and Instagram – Social Media Marketing – Level 3

Course Duration	16 Hours	Course Fee	Full Fee: \$520	Subsidy & Nett Fees	Please refer to page 2	Mode of Training	Classroom
Certification	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore						
Pre-requisites	<ul style="list-style-type: none"> • Basic computer and Digital Marketing knowledge are a must. • Participants must have an active Facebook account. 						
Entry Requirement	<ul style="list-style-type: none"> • Speak, listen and read English at a proficiency level not lower than PSLE or PSPE or equivalent, and manipulate numbers at a not lower than PSLE or PSPE or equivalent • A minimum of one year of employment experience (preferably in sales and marketing) • Internet and social media savvy (in personal use) 						
Course Objective	This module equips learners with necessary knowledge and skill to recognise the marketing opportunities, to plan, execute and optimise marketing campaign on social media platform.						

Course Content:

In this course you will learn how to plan and run effective ads campaigns on Facebook and Instagram using Facebook Ads Manager.

Section 1: Choose suitable social media platform, Facebook page for business, Instagram, Matrices to monitor

Section 2: Engaging Customers on Social Media Platforms - Do and Don'ts on Facebook and Instagram, understand Sales Funnel, Create Facebook, Create Instagram and link, manage Facebook Insights, Facebook Business Ads Manager

Section 3: Content Workflow and Guidelines - Copyright and intellectual guidelines, Call To Action, Content planner, Responding on social media

Section 4: Campaign Measurement and Optimization - Social Media Marketing Tools, Hands-on with Hootsuite, Facebook Pixel, Standard Events and Custom Conversions, Facebook Audience and Targets, A/B Testing in Ads Manager, Facebook Tracking and Reporting

Assessment:

- Scenario-based objective questions
- Portfolio
- Oral Interview

Subsidy

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Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (9% x \$520)	\$46.80	\$46.80	\$46.80
Total Fee Payable to Genetic Computer School	\$306.80	\$202.80	\$202.80
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 02 June 2020 - 04 Aug 2026

Please refer to the link below for the Refund Table for SkillsFuture Courses:

<https://www.genetic.edu.sg/refund-for-skillsfuture-courses/>

Participant need to pass the test to get subsidy

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance).

We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:

- Using only own PSEA: <http://go.gov.sg/psea-withdrawal-tp>
- Using Sibling's PSEA: <http://go.gov.sg/psea-withdrawal-tps>

NTUC members can enjoy 50% *unfunded course fees support for up to \$250 each year when sign up for courses supported under UTAP. NTUC members aged 40 and above will get increased funding support from \$250 to \$500.

*unfunded course fees refer to the balance course fee payable after applicable government subsidies

To find out more on the UTAP funding, support validity period and submission for UTAP claim, please visit <https://www.genetic.edu.sg/utap-funding/>. T&C apply.


Reminder to all learners:-

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens



Visual, Audio, Creative Content Professionals Association (Singapore)

The Visual, Audio, Creative Content Professionals Association (Singapore), was formed in July 2021 to represent visual, audio, production, and creative content professionals and advance VICPA members' professional interests and work prospects. VICPA also provides guidance on fair standards and good practices as well as resources, work advisory, and business networking to safeguard and support the careers of freelance and self-employed creative professionals.

In supporting VICPA members with skills deepening programmes such as the courses offer by Genetic Computer School, VICPA members enjoy lower course fees through the Union Training Assistance Programme (UTAP) which provides 50% subsidy of the balance unfunded course fee, up to \$250 per calendar year. Between 1 July 2020 to 31 December 2025, VICPA members aged 40 years and above will enjoy higher funding support up to \$500 per calendar year, capped at 50% of unfunded course fee.

To be a VICPA member, simply sign up as at www.ntuc.co/VICPA

Please select "VICPA" under the field for Company Name.

Visit www.vicpa.org.sg, www.instagram.com/vicpasg and www.facebook.com/vicpasingapore for more information.

Effective From: 26/02/2024