

WSQ WordPress Web Design and Content Management Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: \$520	Please refer to page 2	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 is a must. 			
Entry Requirement	<ul style="list-style-type: none"> Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5 Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate 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 essential knowledge and skills in setting up a WordPress site and manage the content, maintain the system and monitor the site performance.			

Course Content:

In this course you will learn how to create a website for your business using the most popular Content Management System – WordPress.

Section 1: Web Properties and Assets – www, url, how they work, domain registrar

Section 2: Content Management and Deployment – policies and governance, guidelines in content writing, copyrights, Sitemap and content structure

Section 3: Web Publishing - Types of web content management platforms, setup, UX/UI, implement content, manage web domain and user roles

Section 4: Content Planning and Creation - Audience Fit, create text-based and multimedia-based content, content plan, content calendar

Section 5: Content Publishing - Plug-ins, Blog and post, Content posting and updating

Section 6: Content Promotion - Digital Marketing Funnel, Marketing Messages ideas, Landing Page

Section 7: Data and Analytics - Performance metrics and data, generating reports, how to improve

Assessment:

Written Assessment – short answered question
Portfolio
Oral Interview

Subsidy

WSQ WordPress Web Design and Content Management – level 3 TGS-2020503777			
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 below link 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



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