

WSQ Paid Search Engine Marketing (SEM) – Level 3

Course Duration	16 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: \$520	Please refer to page 2	Classroom

Certification You will receive a Statement of Attainment from SkillsFuture Singapore after you pass the assessment.

- Entry Requirement**
- 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 is designed to provide learners how to design and run the ads based on user's search words and interests. The module also covers analysing and reporting of campaign metrics and opportunities for improving SEM campaign performance

Course Content:

In this course you will learn how to plan and run advertisements on search engines and their associate display networks.

Section 1: Search Engine Functionalities – How search engine works? Type of digital media and ads

Section 2: Goals and Performance Indicators – Product feature and benefits, Audience characteristics, Competitor analysis, SMART goals

Section 3: Keywords Research – Ad group structure, Keyword structure, Keyword-search plan

Section 4: Google Search Ads – Setup, Dashboard, Campaign



Section 5: Google Ads Tools – Keyword planner, Negative keywords, Keywords and SEO, Bid strategies, Spilt test, Linked accounts, Billing and Payment

Section 6 – Measurement and Analytics – Google Ads - Data and Reports, Performance metrics, Analysis

Section 7 – Optimization and Iteration – Iteration process, Ad variation creation

Assessment:

Written Assessment – short answered question

Portfolio

Oral Interview

Subsidy

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TGS-2020504112**

	Mid-Career Enhanced Subsidy 40 years old & above	Singaporean 21 to 39 & PR
Course Fee	\$520.00	\$520.00
SkillsFuture Funding	\$364.00	\$260.00
Total Gross Fee	\$156.00	\$260.00
GST 7%	\$36.40	\$36.40
SkillsFuture Credit Deduction/Cash	\$192.40	\$296.40

Eligible for Claim Period: 15 June 2020 - 14 June 2022

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) 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

Reminder to all learners:-

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

