

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 Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore

Pre-requisites

- Basic computer and Digital Marketing knowledge are a must.

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

Effective From: 30/04/2024

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

Assessment:

Written Assessment – short answered question

Portfolio

Oral Interview

Subsidy

| WSQ Paid Search Engine Marketing (SEM) – level 3 TGS-2020504112 | | | |
|--------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| 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: 15 June 2020 - 14 June 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>

Reminder to all learners:-

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

Effective From: 30/04/2024