GENETIC ™
Computer
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EXCELLENCE : INTEGRITY

Simply Better **TRAINING**
www.genetic.edu.sg

WSQ Paid Search Engine Marketing (SEM) – 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
- 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

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

Adobe AUTHORIZED Training Center

edutrust SINGAPORE PROVISIONAL
Cert No.: EDU-3-3168
Validity: 30/12/2022 – 29/04/2024

Genetic Computer School Pte Ltd
CPE/UEN No: 198902296M
Registration Validity Period:
24 June 2023 – 23 June 2027

Call 63397588 or email contact@genetic.edu.sg

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