

Specialist Certificate in Digital Marketing

Introduction

Majority of the organizations nowadays are investing on engaging, converting, and retaining customers. Organizations wanted study and analyzed every stage of customer journey because they want to reposition their focus and create strategies that will adapt in new ways to engage and create value to their consumers.

This specialist certificate course is to equip students with the essential knowledge and skills in designing digital marketing campaigns to improve online presence, brand awareness and customer retention using online media.

Learning Outcomes

At the end of the course the students should be able to:

- recognize marketing opportunities, plan, execute and optimize marketing campaigns and activities on social media platforms.
- set up, manage, maintain, and monitor the performance of a website.
- optimize contents for a better search engine ranking
- design and run ads based on user's search words and interests.
- analyzing and reporting of campaign metrics and opportunities for improving SEM campaign performance.
- plan, execute, and measure effectiveness of marketing campaigns using web analytics
- apply digital marketing concepts and skills in a project.

Modules

- DM01 Facebook and Instagram – Social Media Marketing
- DM02 Digital Campaign Management
- DM03 WordPress Web Design and Content Management
- DM04 Search Engine Optimization (SEO)
- DM05 Paid Search Engine Marketing (SEM)
- DM06 Google Analytics

For the detailed description of modules please visit our website at www.genetic.edu.sg

Entry Requirements

- Minimum diploma holders in any discipline with at least 1-year experience or
- Bachelor's degree holders or
- Mature students minimum 30 years of age with at least 8 years of working experience.
- English Requirements
 - Pass in English at "O" Level or equivalent

Course Duration

- 3 Months

Completion Criteria

- Minimum 75% attendance for Local/ PR & Non-Student Pass Holders
- Minimum 90% attendance for International Student
- Must pass all the module assessments (E.g., Written Assessment and/or Portfolio)
- Must submit and pass the assigned Final Project of the course

Course Type

- Full Time
- Part Time

Intake

- Please visit our website for the intake dates

Certification

- Upon completion of this course, students will be awarded with Genetic Computer School Specialist Certificate in Digital Marketing.

Teacher-Student Ratio

- The average Teacher-Student Ratio for the school is 1:25 and this ensures that the learning experiences of the students are its optimum level.

Modes of Payment

- The modes of payment available are cash, cheque, cashier's order, Telegraphic Transfer or Bank Transfer, PSEA.

Mode of Delivery

- Face-to-Face and
- Blended Learning

Course Fee

- The course fees are due and is payable in 1 time payment
- All fees are subject to prevailing GST of 9%

Application Fee – (Non-Refundable)

Local students – SGD 50

International students – SGD 150

Fee Protection Scheme

- GCS adopts Insurance Scheme for all its students and engages the service of the LONPAC Insurance BHD in compliance with the fee protection scheme of EduTrust. For more information on FPS please refer to our website at www.genetic.edu.sg

Miscellaneous Fee

For the detailed information on the miscellaneous fees please refer to our website.

Note: Miscellaneous Fees refer to any non-compulsory and non-standard fees which the student will pay only when necessary or applicable. Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

Specialist Certificate in Digital Marketing	Local Student (For Foreigner/PR/Employment Pass and other passes)	International Student (Require Student Pass)
	Amount SGD	Amount SGD
Course Fee	3,120	3,120
Administrative Fee	550	550
FPS Processing Fee	150	150
Total	3,820	3,820

Payment Schedule

Specialist Certificate in Digital Marketing	Local Student (For Foreigner/PR/Employment Pass and other passes)	International Student (Require Student Pass)
Application Fee (Upon Registration)	50	150
1 Time Payment for 3 Months	3,820	3,820
Total	3,870	3,970

How to Apply?

Applicants can apply through our website (www.genetic.edu.sg) or call our programme consultant for more information of the course.

You can also e-mail us at info@genetic.edu.sg

Notes:

- Minimum number of students that is required before a class commences: 5
- Waiting period (from the time a student signs up until the time a decision is made by the PEI whether the class would commence): 2 weeks before the course commencement date