

## WSQ DIGITAL MARKETING STRATEGIC OPTIMISATION LEVEL 5

Course Duration	16 Hours	Course Fee Full Fee: <b>\$850</b>	Subsidy & Nett Fees Please refer to page 2	Mode of Training Classroom
<b>Certification</b>	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore			
<b>Entry Requirement</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Minimal education qualification is at least 1 GCE 'A' Level pass or 1 GCE 'O' Level pass or 1 GCE 'N' Level or National ITE certificate (Nitec) or equivalent</li> <li>• Ability to use Word Processing and Presentation software</li> <li>• Ability to use Windows and/or Mac OS</li> <li>• Owns a google and Facebook Account</li> </ul>			
<b>Course Objective</b>	This course is designed to provide essential knowledge and skills in assessing digital capabilities and technology trends which impacts the demand for organisation's products and services. This course also covers on planning of product roadmaps across various products or regions.			

### Course Content:

In this course, participants will learn the method in crafting a digital marketing strategy taking into account customer segments, market gaps, and competitive forces in order to select the optimal approach for digital marketing at the corporate level.

#### Section 1: **Introduction to Strategic Digital Marketing**

- ✓ Identify critical customer segments, market gaps and competitive forces. Porter's Five Forces.

#### Section 2: **Planning a Digital Marketing Campaign**

- ✓ How to plan digital marketing campaigns using various technological tools. Highlight impact of various market trends on the organisation's key business and expected performance.

#### Section 3: **Plan Comprehensive Digital Marketing Roadmaps and Marketing Plans**

- ✓ Enhance new roadmaps and marketing plants to align with critical trends and developments. How to plan digital marketing campaigns for the products mix of an organisation.

#### Section 4: Campaign Executive

- ✓ Support the development of marketing strategy and develop materials to communicate marketing strategy internally. Lead action planning and implementation of marketing.

#### Assessment:

**Written Assessment**

**Project Presentation**

#### **Subsidy**

WSQ DIGITAL MARKETING STRATEGIC OPTIMISATION – LEVEL 5 TGS-2020513251			
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	\$850.00	\$850.00	\$850.00
SkillsFuture Funding	\$425.00	\$595.00	\$595.00
Total Nett Fee	\$425.00	\$255.00	\$255.00
GST (9% x \$850)	\$76.50	\$76.50	\$76.50
<b>Total Fee Payable to Genetic Computer School</b>	<b>\$501.50</b>	<b>\$331.50</b>	<b>\$331.50</b>
<b>Age Group</b>	<b>SC 21-39 years old and PR</b>	<b>SC 40 years old and above</b>	<b>Small Medium Enterprise</b>

Eligible for Claim Period: 15 Nov 2020 - 14 Nov 2024

**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**

S&S Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for S&S 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