

WSQ DIGITAL MARKETING STRATEGY USING DESIGN THINKING LEVEL 4

Course Duration	16.25 Hours	Course Fee	Full Fee: \$850	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						
Entry Requirement	<ul style="list-style-type: none"> • 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 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 • Ability to use Windows and/or Mac OS • Ability to use Word Processing and Presentation software • Owns a Google and Facebook account 						

Course Objective This course is designed to provide innovative solution to expand your business through various marketing channels with the focus of design thinking. It covers Double Diamond Design Thinking process and its application in planning digital marketing strategy for your business.

Course Content:

In this course, participants will learn to evaluate customer response and sales performance to identify and determine effectiveness of different forms of marketing programs and channels to optimize business performance.

Section 1: Introduction to Design Thinking for Digital marketing and Discover Phase

- ✓ Define marketing plans and objectives for a range of channels and platforms. Advantages, constraints and interactivity among different traditional or digital marketing channels.

Section 2: Empathy Phase in Design Thinking

- ✓ Customer touchpoints. Range of marketing technologies and tools. Impact of different platforms and marketing activities.

Section 3: Ideation and Prototype Phase in Design Thinking

- ✓ Select marketing channel mix that best satisfies target market. Establish targets based on current needs so as to identify and come up with ideas that can be executed based on the similarities and compatibility of traditional and digital marketing.

Section 4: Testing Phase in Design Thinking

- ✓ Performance indicators of various marketing channels mix.
Recommended steps to integrate both traditional and digital marketing efforts.

Assessment:

- Written Assessment**
- Project Presentation**

Subsidy

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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
Total Fee Payable to Genetic Computer School	\$501.50	\$331.50	\$331.50
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 20 Aug 2020 – 19 Aug 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 the 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: 26/02/2024

