

# Capstone Practicum Overview

## What is the Certified Digital Marketing Strategist (CDMS) Programme?

The Certified Digital Marketing Strategist (CDMS) Programme is a certificate-level programme under the Singapore Workforce Skills Qualifications (WSQ) Sales and Marketing Technical Skills and Competencies for the Infocomm Technology Skills Framework.

It consists of 6 core digital marketing modules:

1. Digital Marketing Strategy
2. Content Marketing
3. Search Engine Optimisation
4. Digital Advertising
5. Social Media Marketing
6. Digital Marketing Analytics

## Benefits of the Capstone Practicum

The trainee will work with the sponsoring company to develop a digital marketing strategy, implement channel-specific digital marketing tactics, and create a digital marketing optimisation plan to achieve set marketing objectives.

The capstone practicum will provide the trainee with the opportunity to experience the role of a digital marketing consultant/strategist in a real-world environment. It will enable the trainee to demonstrate competency in the required digital marketing knowledge and skills of a digital marketer.

## Role and Requirements of Sponsoring Company

The role of the sponsoring company would be to:

- Brief the trainee on the marketing objectives and business background on new or existing product marketing campaigns
- Provide the trainee with access to digital marketing analytics reports in order for the trainee to create optimisation plans

The sponsoring company would be required to:

- Share access to a digital marketing analytics platform e.g. Google Analytics
- Sign a Letter of Consent

## Role of Requirements of Trainee:

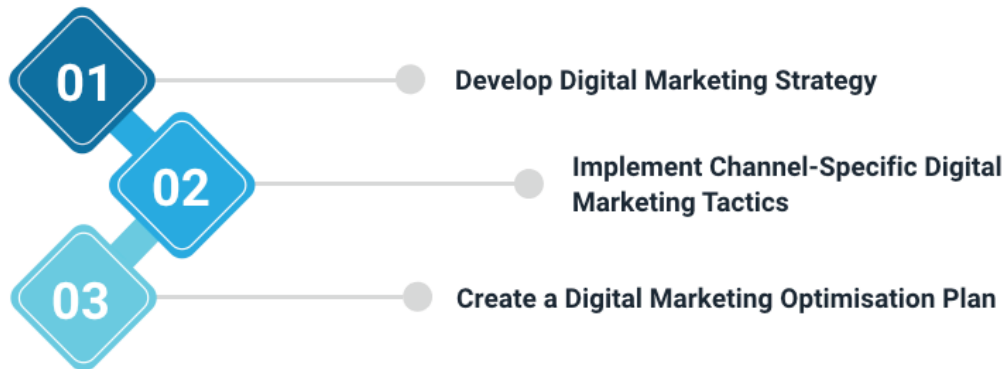
The role of the trainee would be to:

- Understand the marketing objectives and business background on new or existing product marketing campaigns and develop a digital marketing strategy to achieve the set marketing objectives (e.g. improve sales, brand awareness, engagement)
- Implement selected channel-specific digital marketing tactics and strategies (e.g. create a digital advertising campaign, optimise a landing page for organic search engine rankings, create a content calendar for social media channels such as Facebook)

- Analyse digital marketing reports and create optimisation plans that will further improve the set marketing KPIs

There are 3 main deliverables required from the trainee:

1. Develop digital marketing strategy
2. Implement channel-specific digital marketing tactics
3. Create a digital marketing optimisation plan



## Role of Equinet Academy

The role of Equinet Academy would be to:

- Appoint a practicum supervisor to mentor the trainee throughout the duration of the capstone practicum
- Assess the final capstone project via a 1-to-1 oral presentation

## FAQ

### Q1. How long does the capstone practicum last?

A1. 1 - 3 months depending on the complexity of the project.

### Q2. What is the level of confidentiality on the information shared by the sponsoring company?

A2. The sponsoring company, trainee, and appointed supervisor from Equinet Academy will sign a strict confidentiality agreement.

### Q3. Who owns the Intellectual Property (IP) rights?

Q3. The sponsoring company owns the Intellectual Property (IP) rights.

### Q4. How much does the capstone practicum assessment cost?

The capstone practicum costs \$600 if taken as a standalone. For candidates who have signed up for all 6 core modules via the [Certified Digital Marketing Strategist Programme](#) link, the capstone fee will be waived.

### Contact Information:

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