

Capstone Practicum Overview

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

The [Certified Digital Marketing Strategist \(CDMS\) Programme](#) is a certificate-level programme with 6 digital marketing modules accredited 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 Strategy
3. Search Engine Optimization
4. Digital Advertising
5. Social Media Marketing
6. Digital Marketing Analytics

Benefits of the Capstone Practicum

The trainee will search for and work with the practicum host organization to develop a digital marketing strategy, implement channel-specific digital marketing tactics, and create a digital marketing optimization 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 setting. It will enable the trainee to demonstrate competency in the required digital marketing knowledge and skills of a digital marketer.

View [sample of a digital marketing strategic plan \(capstone\)](#) completed by a CDMS graduate.

The capstone practicum will be customized to the following **3 target audiences**:

1. **Career seekers and mid-career switchers** seeking for employment in a marketing/digital marketing position.
2. **Small business owners, independent marketing consultants, and commission agents** looking to develop and implement actionable digital marketing strategies to achieve specific marketing objectives.
3. **Marketing employees** implementing digital marketing in their day-to-day role and enhancing their portfolio at the same time.

For Career Seekers and Mid-Career Switchers

The objective is to demonstrate competency in digital marketing and present the evidence in the form of a comprehensive digital marketing strategic and implementation plan to prospective employers.

For **Small Business Owners, Independent Marketing Consultants, and Commission Agents**

Setting realistic marketing objectives and developing and implementing actionable digital marketing strategies to achieve the set objectives will be the priority.

For Marketing Employees

The capstone practicum will enable you to apply and integrate new digital marketing strategies to your existing marketing campaigns within your job function. Completing the project will also enhance your portfolio for future career opportunities.

Role and Requirements of Practicum host organization

The role of the practicum host organization 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 optimization plans (optional)
- Sign an NDA

Role and 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, optimize a landing page for organic search engine rankings, create a content calendar for social media channels such as Facebook)
- Analyze digital marketing reports and create optimization 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 optimization plan



Role of Equinet Academy

The role of Equinet Academy would be to:

- Provide guidance through complimentary booster sessions (3-hour follow-up sessions in a small group setting with a subject matter expert) conducted either online or face-to-face.
- Provide support through our network of trainers.

FAQs

Q1. How long does the capstone practicum last?

A1. The capstone may take around 3 - 6 months to complete, depending on the complexity of the project. There is no time limit to complete the capstone. It serves as a platform to allow the trainee to practice the concepts learnt.

Q2. What is the level of confidentiality on the information shared by the practicum host organization?

A2. The practicum host organization and trainee will sign a strict confidentiality agreement.

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

A3. The practicum host organization owns the Intellectual Property (IP) rights.

Q4. How much does the capstone practicum cost?

A4. The capstone practicum is complimentary and optional.

Q5. What is the level of support and interaction from the academy?

A5. Throughout the duration of your capstone practicum, you will have unlimited personalized email and forum support with your course trainers. You will also be entitled to 3 x 3-hour booster sessions (group mentorship sessions) with the respective course trainers/subject matter experts per module (a total of 18 booster sessions), which is part of the current value-added benefits for courses at Equinet Academy.

Q6. Can I choose my mentor for the booster sessions?

A6. You may request for the profile of your assigned mentor before signing up for the complimentary booster sessions.

Q7. Can I embark on the capstone before completing the 6 core modules?

A7. It is highly recommended to complete all 6 core modules of the Certified Digital Marketing Strategist Programme before embarking on the capstone.

Q8. Can I view a sample of a completed capstone?

A8. Yes, here is a [sample of a digital marketing strategic plan \(capstone\)](#) completed by a CDMS graduate.

Q9. How do I get started on the capstone?

A9. The first step is to register for the [Certified Digital Marketing Strategist Programme](#). After you have finished your final module, you may email register@equinetacademy.com and we will assign a mentor to kickstart your project.

Contact Information:

Equinet Academy Pte Ltd

www.equinetacademy.com

+65 6745 0745