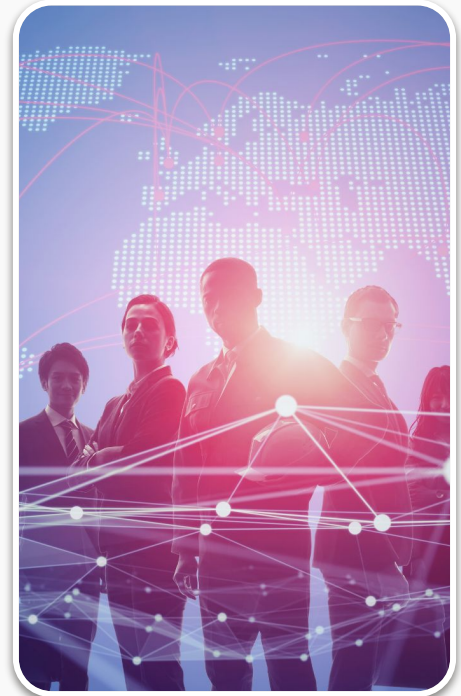# Digital Transformation Certification

Drive Business Success with Advanced Digital Transformation Capabilities

Equinet Academy

# You're in Good Company

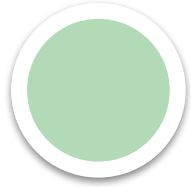Industry leading organisations who've sent their teams for upskilling at Equinet

# Course Overview & Modules

**$1,176.00** (incl. 9% GST)

This 32-hour course is designed for IT leaders, digital marketers, and business innovators. "Mastering Digital Transformation – Strategic IT and Marketing Innovation" offers a robust blend of knowledge in digital marketing, artificial intelligence (AI), and IT operations management to strategically enhance your business functions.

Designed for IT leaders, digital marketers, and business process executives, the program integrates practical insights into digital marketing strategies enhanced by AI with robust IT strategy and operations management.

Participants will explore the fundamentals of digital transformation, focusing on integrating AI into marketing efforts and aligning IT operations with business goals. The curriculum covers strategic planning, the selection of technology solutions, and the implementation of digital transformation projects using agile methodologies. Real-world case studies and interactive sessions enhance learning, ensuring participants can apply concepts directly to their professional roles.

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# Module 1: Digital Transformation – Marketing Strategy

**Topics Covered**
Learning Unit 1: Introduction to Digital Transformation and AI in Marketing
Learning Unit 2: Developing Advanced Digital Marketing Strategies
Learning Unit 3: Implementing Marketing Automation and Digital Transformation Plans

**Assessment Method**
- Individual Project Presentation
- Case Study Written Assessment

**Learning Outcomes**
By the end of this course, participants will know how to use AI and digital tools to improve marketing strategies and successfully carry out digital transformations.

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# Module 2: Digital Transformation – IT Strategy & Operations

**Topics Covered**
Learning Unit 1: Introduction to Digital Transformation in IT & Operations
Learning Unit 2: Digital Transformation Framework & Strategies
Learning Unit 3: Gathering Business Requirements from Key Stakeholders
Learning Unit 4: Translating Business Needs into Software requirements
Learning Unit 5: Evaluating Software Solutions
Learning Unit 6: Managing Digital Transformation Projects

**Assessment Method**
- Short Answers Written Assessment
- Case Study Written Assessment

**Learning Outcomes**
By the end of this course, participants will know how to build a digital culture, understand and translate business needs into digital solutions, and effectively manage technology projects with Agile methods.

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# Why Learn from Us?

When you learn with us, you will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

## Real world hands-on projects

Choose your own company/business/brand for your project-based assignments or seek assistance from your trainers/mentors to link you up with an actual business.

## Comprehensive, up-to-date curriculum and courseware

All course modules are developed with the strictest quality standards and frameworks in instructional design (Kolb's, Gagne, ADDIE Model), validated, and constantly updated by subject matter experts who possess decades of experience combined in their respective fields of speciality.

## Post-course coaching and mentorship

Receive personalised advice through attending complimentary Ask An Expert Anything sessions and direct contact with your course trainers and mentors.

## Career support services and job opportunities

Get complimentary premium support from our career consultants who are dedicated to matching you to our hiring partners and sourcing for freelance work opportunities on your behalf (earn through project-based fees).

## Be part of an insider community with over 1000+ members

Be invited to the Equinet Academy LinkedIn and Facebook community where you can share your challenges with industry experts and network with like-minded individuals.

# Post-Training Mentoring

Upon completing all 7 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years. You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts. This will translate into better on-the-job performance and career opportunities.

**Equinet Academy**

## Why Equinet?

- ✓ Instructors are subject matter experts
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Complimentary resit of all modules within 3 years
- ✓ Post-training support
- ✓ Career support and job matching

## Other Institutes

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ Certificate may not be recognised
- ✗ Retaking of modules may be chargeable
- ✗ Little to no support after the course
- ✗ No career services offered

## Trainer Bio
# Kelvin Koo

Kelvin is the managing partner of MINISTRY, a digital consultancy within the GOVT Group. As a seasoned agency leader, marketing consultant, and educator with over two decades in the industry, Kelvin specialises in developing impactful, data-driven digital strategies for various prominent brands. His work has earned several digital effectiveness awards for clients, including Scoot, Audi, Klook, Doctor Anywhere and Wine Connection, with notable recognition in data-driven and performance marketing. As an educator, Kelvin brings tangible client experiences into the classroom, blending theoretical and practical learning in digital marketing.

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## Trainer Bio
# Brendon Koh



Brendon is a seasoned digital transformation consultant and IT project manager with a decade of experience in low-code and no-code software development. He successfully led numerous software projects for startups, SMEs, and MNCs across the world. His notable clients include Changi Airport Group, Certis Cisco, NAFA, and Cargo Community Network. He also played a pivotal role in strategically growing a wedding entertainment company from a 4-member team to a robust workforce of 70.

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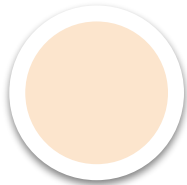
# Certification

Candidates who have demonstrated competency in the programme will attain the Digital Transformation certificate issued by Equinet Academy.

# Frequently Asked Questions

**Are there any pre-requisites or minimum entry requirements?**

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files.

Some knowledge of sales and marketing concepts will be useful, although not a requirement.

**If I have any questions after the course, can I consult the trainer?**

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.

**Do I have to prepare anything before attending the course?**

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

# Start Your Digital Marketing Career Journey Today

**SIGN UP NOW**