



@ASK Training
Attitude | Skills | Knowledge

This course is co-validated and marketed by **Equinet Academy**. @ASK Training conducts the training for this course.

WSQ ADVANCED CERTIFICATE IN INFOCOMM TECHNOLOGY (SALES AND MARKETING)

Become a Certified Digital Marketing Strategist in 5 modules (1 month) and earn a WSQ Advanced Certificate in InfoComm Technology (Sales and Marketing).



Accredited By



**SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS**

Course Codes:

TGS-2023022337/ TGS-2023022336

TARGET AUDIENCE

Career Seeker



According to recruitment and talent platform Grit's Singapore Salary Report & Market Outlook for 2022/2023, more than half **(57%) of employers** in Singapore are looking to **fill digital marketing roles**. Salaries for Digital Marketers range from **\$30,000** for entry level positions to **\$180,000** per annum for Head roles. - Sources: PayScale and Glassdoor. However, the barrier to entry is difficult as employers demand a wide range of digital marketing skill sets and a comprehensive portfolio that demonstrates experience.

Through this certification programme, you will gain firsthand exposure to the industry through real world project-based assignments. This will prep you well for the Diploma and Specialist Diploma in Digital Marketing where you will dive deeper into various specialisations, including building a comprehensive portfolio that will impress prospective employers.

Business Owner



"You can't manage what you don't understand" is a catchphrase that cannot hold truer to entrepreneurs who have limited knowledge in digital marketing strategies and campaign implementation. Hiring, managing, and retaining talent then becomes a cyclical challenge on top of struggling to understand digital marketing return on investment (ROI).

By completing the 5 essential digital marketing modules, you will:

- Obtain a clear birds eye view of how the various digital marketing channels integrate to generate ROI
- Be able to develop customised digital marketing strategies for your own business
- Be able to make better informed decisions on whether to outsource campaign implementation to digital marketing agencies, retain them in-house, or a mix of both

Marketer



With technology rapidly advancing and industries undergoing critical digital transformation due in large part to COVID-19, the digital skills gap is ever widening.

Many marketers in the past decade have struggled to keep up with the ever changing digital marketing landscape until today.

This compact certification programme will:

- Enable you to transition from a traditional marketer to a digital marketer
- Allow you to better manage digital marketing campaigns through external agencies or in-house
- Equip you with the ability to prove your contributions to your company and advance your career in marketing.

Minimum Entry Requirements



- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years' work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

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.

CERTIFICATION



A SkillsFuture WSQ Advanced Certificate in InfoComm Technology (Sales and Marketing) and Advanced Certificate in Digital Marketing by ASK Training will be awarded to candidates who have demonstrated competency in the programme.

COURSE MODULES & CURRICULUM

► Module 1: Digital Marketing Essentials

- Learning Unit 1: Introduction to Digital Marketing
- Learning Unit 2: Digital Marketing Funnels
- Learning Unit 3: Digital Marketing Strategies
- Learning Unit 4: Digital Marketing Analytics
- Hands-on Project-based Assignment:
 - Develop an integrated digital marketing plan comprising of at least 3 digital marketing channels

Learning Outcomes: Trainees will be able to determine the appropriate channels and develop a basic digital marketing strategy for a business.

► Module 2: Digital Advertising

- Learning Unit 1: Introduction to Digital Advertising
- Learning Unit 2: Digital Advertising Channels
- Learning Unit 3: Develop Digital Advertising Strategy
- Learning Unit 4: Digital Advertising Analytics
- Hands-on Project-based Assignment:
 - Draft an integrated digital media plan with defined budgets, timelines, audience targeting methods, ad creatives, and funnel strategies across multiple digital advertising platforms
 - Create digital advertising campaigns through hands-on practical sessions on media platforms such as Google Ads

Learning Outcomes: Trainees will be able to manage digital advertising campaigns in-house or outsourced.

► Module 3: Social Media Marketing

- Learning Unit 1: The Fundamentals of Social Media
- Learning Unit 2: Planning a Social Media Strategy
- Learning Unit 3: A Planned Approach to Developing Social Media Content
- Learning Unit 4: Amplify Social Media Content
- Learning Unit 5: Social Media Analytics and Reporting
- Learning Unit 6: Social Media Community Management
- Hands-on Project-based Assignment:
 - Create customer avatars (personas) across 5 different dimensions
 - Craft a social media content matrix, social media post, and content calendar along the funnel stages (awareness, consideration, conversion, loyalty) and across various social media platforms

Learning Outcomes: Trainees will be able to apply strategies to grow a brand's social media influence.

► Module 4: Search Engine Optimisation (SEO)

- Learning Unit 1: Introduction to SEO
- Learning Unit 2: Keyword Research and On-Page SEO
- Learning Unit 3: Link Building (Off-Page SEO)
- Learning Unit 4: SEO Analytics
- Hands-on Project-based Assignment:
 - Conduct keyword research and SEO ranking analysis on a live website, targeting profitable keywords to rank on the top positions of Google's natural search results
 - Utilise industry SEO tools to create a keyword, on-page SEO, link building, and an SEO ranking action plan

Learning Outcomes: Trainees will be able to recommend strategies to increase a website's organic SEO rankings on Google.

► Module 5: Digital Marketing Analytics

- Learning Unit 1: Digital Marketing Analytics Fundamentals
- Learning Unit 2: Digital Marketing Analytics Tools and Techniques
- Learning Unit 3: Setting Up and Accessing Google Analytics 4
- Learning Unit 4: Understand Your Users
- Learning Unit 5: Exploring Your Traffic
- Learning Unit 6: Determining User Engagement
- Learning Unit 7: Tracking Monetisation and Conversions
- Hands-on Project-based Assignment:
 - Craft business questions to identify appropriate digital marketing analytics reports and metrics to draw marketing insights from
 - Create a website measurement plan to track and evaluate digital marketing campaign performance

Learning Outcomes: Trainees will be able to measure digital marketing campaign performance and provide insightful recommendations.

TRAINER BIOS



Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency in Singapore and Malaysia. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.



Ian Ong

Ian is the co-founder of Roots Digital, an award-winning digital marketing agency headquartered in Singapore, who has worked with great brands like Microsoft, Intel, BRAND'S, Takashimaya and more. He led the company to receive numerous industry-recognised awards from Marketing Interactive and expanded its footprint to countries like the Philippines, Malaysia and Indonesia.



Kevin Dam

Kevin is the CEO, Founder of Aemorph. A seasoned entrepreneur and digital marketing expert. Kevin started in digital marketing, specializing in Search Engine Optimisation since 2010, and is helping F&B, Finance, Insurance, E-commerce, Medical, B2B services and SaaS companies. Kevin is also a certified adult educator in Singapore, delivering high-quality, relevant, and easy-to-implement training to ensure learners can get immediate results and build upon their knowledge



Walter Lim

Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.



Dhawal Shah

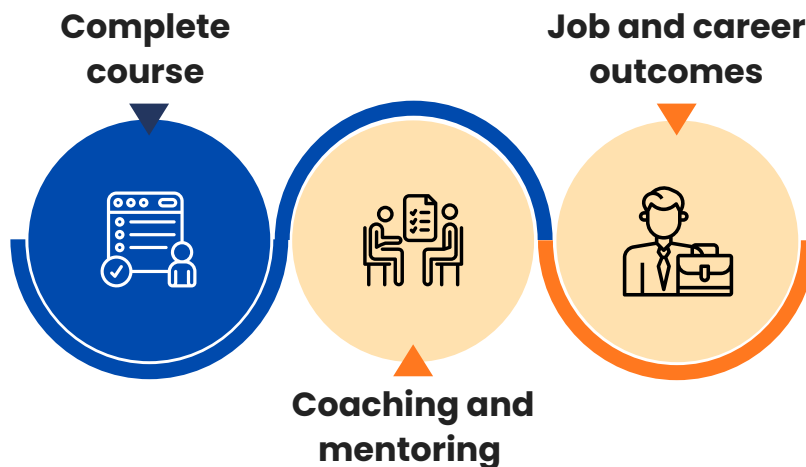
Dhawal is the co-founder and Regional Managing Director at 2Stallions Digital Marketing Agency, an award-winning 360° full-service digital marketing agency since 2012 with presence in Singapore, Malaysia, Indonesia and India. He has trained 2K+ students around the region on various topics including digital marketing and digital transformation. He is also an angel investor and a startup mentor.

WHY LEARN WITH US

When you learn with us, you will not only get certified by a recognised certification body, the Singapore Workforce Skills Qualifications (WSQ). 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:

- ✓ **Industry-recognised WSQ Statement of Attainments (SOA)**
- ✓ **Real world hands-on projects**
- ✓ **Comprehensive, up-to-date curriculum and courseware**
- ✓ **Post-course coaching and mentorship**
- ✓ **Career support services and job opportunities**
- ✓ **Be part of an insider community with over 1000+ members**

POST-COURSE SUPPORT



Upon completing all 5 course modules, you will 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.

WHY WE ARE DIFFERENT

@ASK TRAINING

- ✓ 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
- ✓ 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

COURSE FEES & FUNDING

Course Subsidy Eligibility	Course Fee before Subsidy and GST	Baseline Funding	Mid-Career Enhanced Subsidy (MCES)	Nett Fees Payable (incl. 8% GST)
Singapore Citizens 40 years old and above		70%	20%	\$483.60
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above	\$3,900.00	70%	-	\$1,263.60
Foreigners 21 years old and above		-	-	\$4,212.00

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy.
AFS is only eligible for SkillsFuture Career Transition Programme applicants

COURSE FEES & FUNDING

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credit (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

*Eligible for claim submission(s) after course completion.

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll*

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

FREQUENTLY ASKED QUESTIONS



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.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 95% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



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 Ask Me Anything sessions where you may seek advice from a subject matter expert.

FREQUENTLY ASKED QUESTIONS



How do I sign up for this course?

You may click [here](#) and complete the course registration form. We will reserve your seat and follow up on your application via email.



Where will I be attending the programmes? I.e. Where is the training location?

You will be notified of the training venue in your course confirmation email. You may view the training location details [here](#).

Still have unanswered questions?

Speak to a Course Consultant

Call: [6484 6723](tel:64846723)

WhatsApp: [9430 3852](tel:94303852)

Email: information@asktraining.com.sg



8 Jurong Town Hall Road
The JTC Summit
#27-01, S609434



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Course Code: TGS-2023022337 / TGS-2023022336

Registry Period: 01-06-2023 - 31-01-2025

<https://asktraining.com.sg/digital-marketing-courses/advanced-certificate-in-digital-marketing/>

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