

DIPLOMA IN BUSINESS PRACTICE (DIGITAL MARKETING & BRANDING)

PROGRAMME TYPE: Part-Time Diploma + Work-Study Certificate

VENUE: RP ACE @ Paya Lebar

This programme will equip students with essential knowledge and skills to support the digital marketing and branding functions of organisations. Upon completion, students will gain practical digital marketing and content creation skills to support the growth of organisations.

Under the Work-Study Certificate (WSCert), you will enjoy additional benefits such as sign-on incentive with full-time employment, assigned company mentor, well-structured training, and career advancement opportunities. At the end of the programme, you will have the option to complete three additional Modular Certificates for the award of a Diploma in Business Practice (Digital Marketing & Branding).

COURSE STRUCTURE

5 MODULAR CERTIFICATES (MCs)

- Digital Marketing*
- Digital Engagement and Engagement*
- Visual Storytelling for Production and Design
- Business Operations
- Digital Business

Under Work-Study
Certificate (2 MCs)

The programme includes self-learning hours in the form of e-learning, assessments, case studies, and revision.

*For Non-WSCert: Project is RP-based.

For WSCert: Project is company-based on-the-job training.

CAREER OPPORTUNITIES

Brand Executive | Digital Marketing Executive | E-Commerce Executive |
Sales and Marketing Executive | Social Media Executive



ENTRY REQUIREMENT

PART-TIME DIPLOMA

Applicants should possess one of the following combinations of qualification and work experience:

- GCE O-Level English (Grade 1-7), Mathematics (Grade 1-6), and one other relevant subject (Grade 1-6), with at least three years of relevant work experience
- NITEC (GPA 3.5 and above) with at least two years of relevant work experience
- Higher NITEC with at least one year of relevant work experience
- Relevant WSQ Diploma and Workplace Literacy & Numeracy (Level 6) with at least three years of relevant work experience

Applicants who do not meet the entry requirements may be considered for admission to the course based on evidence of at least five years of relevant working experience or supporting evidence of competency readiness. Suitable applicants who are shortlisted will be invited for an interview and/or entrance test.



Scan the QR Code
to find out more about the course

WSCERT

Applicants (Singapore Citizens or Permanent Residents) who want to pursue the course under WSCert must be either:

- NITEC and Higher NITEC fresh graduates from relevant courses (within three years of graduation or completion of National Service) who are selected for hiring by WSCert-participating companies;
- OR
- Current employees who have graduated from ITE for more than three years but within five years of graduation or completion of National Service

Admission will be reviewed and approved on a case-by-case basis.



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