

ARE YOU A *JOB SEEKER?* **IMPROVE YOUR EMPLOYABILITY TODAY!**



SGUnited Skills (SGUS) Programme

Digital Marketing and Branding

5 THINGS

to know about

SGUnited Skills Programme in Digital Marketing and Branding

1 What will I get out of this course?

This programme equips students with essential knowledge and practical skills to support the growth of digital marketing and branding functions within organisations.

Upon completion of the programme, students will be able to:

- Apply consumer motivations to develop digital marketing and branding strategies
- Apply communication and engagement strategies for digital marketing and branding

Career Opportunities:

Digital Marketer
Business Development
Sales and Marketing

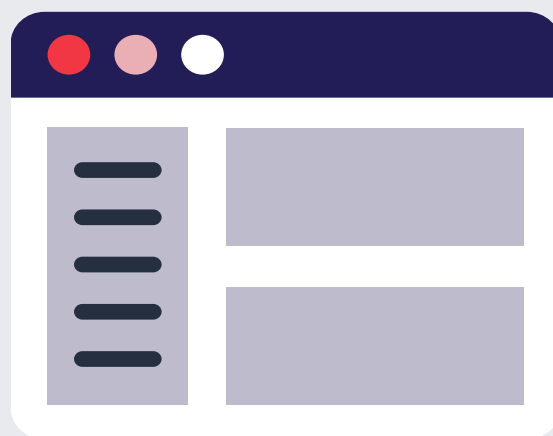
3 Where will the course be held?

Lessons will be conducted via online learning.



5 How much is the course fee?

Course fee for the six months programme is \$500. The programme is eligible for SkillsFuture Credit.



2 What modules will I be taking?

- Consumer Behaviour
- Branding, Advertising and Promotion
- Digital Marketing
- Digital Media Communication
- Digital Media Analytics
- Digital Media Engagement Strategies

4 How often do I need to attend the course?

Course commences in October 2020, and will run for a total of six months.

Number of Lessons	Duration
Three times a week (Weekdays/Weekends)	9:00am - 12:00pm/ 9:00am - 5:00pm

MORE REASONS TO SIGN UP FOR SGUNITED SKILLS PROGRAMME



**Training allowance up
to \$1,200/month**



**Flexibility to exit
programme once a
job is secured**



**Career advisory and
employment
assistance**

Minimum Entry Requirements

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

- 3 GCE O-Level passes including English (Grade 1 to 7), Science (Grade 1 to 6) and one relevant subject (Grade 1 to 6) with at least three years of relevant work experience;
- NITEC or NITEC in Technology/Services (GPA 3.5 and above) with at least two years of relevant work experience;
- Higher NITEC or Higher NITEC in Technology/Services with at least one year of relevant work experience;
- Relevant WSQ Diploma 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 have to go through an interview and/or entrance test. The Polytechnic reserves the right to shortlist and admit applicants.

For more information, you may contact:
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APPLY NOW

Information is accurate as of August 2020.