

Accredited by:



Digital Marketing Institute™

TRAINING VISION
21ST CENTURY LEARNING GROUND

Professional Diploma In Digital Marketing & Campaign Strategy



SINGAPORE
QUALITY CLASS



INNOVATION



www.trainingvision.com.sg

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SMART NATION. SMART YOU.

Digitisation and its impact are no longer new concepts today. Singapore's Smart Nation initiative was launched back in 2014 and continues to gain momentum every day. Various industry sectors have undergone remarkable transformations – and they continue to evolve in our increasingly digital world. We witness many examples of this in our daily lives. People are shopping more online; they read the news and consume their entertainment online; they order their meals through computerised kiosks, tablets, and food delivery apps. Our nation is a microcosm of such transformations that are taking place all around the world.

Marketing is no exception to the digital revolution.

As people spend increasing amounts of time on their devices, marketers are naturally placing greater emphasis on digital marketing. It is a burgeoning industry with plenty of career opportunities, from diverse in-house roles across organisations, to a spectrum of specialisations within digital marketing agencies and consultancies.

To this end, Training Vision Institute is excited to launch this Professional Diploma in Digital Marketing and Campaign Strategy. Designed and offered in collaboration with the Digital Marketing Institute, this programme is the perfect platform for entry-level digital marketers to build the relevant skills and capabilities, acquire globally recognised certifications, and make their first forays into the exciting field of digital marketing.

With stackable programme architecture, learners also have the option to progress on to an Advanced Diploma or Bachelor's Degree, allowing them to plan for further professional and career growth.

All of this is core to the Training Vision Institute ethos, where we believe in being a strong partner in your journey, to help you maximise your potential to the fullest. Contact us today to get your start in digital marketing and fulfil your utmost potential.

Yours truly,



David Kwee
Founder and Chief Executive Officer
Training Vision Institute

TRAINING VISION INSTITUTE

Training Vision Institute is a leading training and human capital consultancy firm in Singapore. Established in 1991, we have served over 75,000 individual learners and 900 corporate clients, with the core ideology of passionately offering high quality adult training and education, to help adult learners enhance their professional skills and development.

Our courses are taught by highly experienced industry experts and qualified trainers, and our reputation is further enhanced by industry-recognised certificates.

Training Vision Institute is a SkillsFuture Singapore accredited Approved Training Organisation for Employability Skills Workforce Skills Qualifications (ES WSQ) and Executive Development & Growth for Excellence (EDGE).



DIGITAL MARKETING INSTITUTE

A digital specialist, The Digital Marketing Institute (DMI) offers the most widely taught set of certification standards in digital marketing and selling for learners, educators and the industry. With over 18,000 graduates across 100 countries worldwide, DMI has trained more professionals to a single education standard than any other certification body.

All DMI certifications are reviewed and validated by the esteemed Industry Advisory Council (IAC), comprised of the world's largest and most influential brands. The Council works to set the skills agenda and address the global digital skills shortage. By providing expert review and recommendations on a regular basis, the IAC ensures that each certification is designed and refreshed to equip professionals with the latest and most in-demand digital skills needed to thrive in their career, organisation and today's digitally driven economy.

Certification Framework

DMI's Certification Framework is recognised internationally. It describes what a professional should know, understand and be able to do on the basis of a given certification level. It also allows students, educators and employers to easily understand a professional's competency and assists in portability between countries and employers.

Universities, colleges, training companies and employers in over 90 countries now implement certifications from DMI's Certification Framework.

Certification Under This Programme

In partnership with Training Vision Institute, DMI will offer 2 badges for the **Professional Certificate in Digital Marketing** and **Advanced Certificate in Digital Marketing**.

Upon completion of the further 3 specialist courses on the stackable pathway, students may have the option to take and pay for the Certification Badges separately with DMI.

Benefits of DMI Membership

DMI offers a one-stop membership platform for digital professionals to keep up with trends, driving effective campaigns and generate high-quality leads.



Exclusive Content

An extensive library of articles, toolkits, expert interviews, videos and presentations to help keep your knowledge current



Key Connections

A membership network of digital experts, thousands of alumni around the globe, and prospective opportunities to tap



Valuable Insights

Practical advice and insights from experts for career moments such as interviews, performance reviews and key stakeholder meetings



PROGRAMME HIGHLIGHTS

Training Vision Institute is pleased to offer the Professional Diploma in Digital Marketing and Campaign Strategy, incorporating curriculum from the Digital Marketing Institute (DMI), a global leader in digital marketing courses and certification. This unique collaboration offers students highly industry-relevant specialist skillsets in digital marketing that are immediately transferable to the workplace.

Delivered in logical modules, using both online and classroom learning, graduates of the Professional Diploma in Digital Marketing and Campaign Strategy will have the option to articulate into an Advanced Diploma which leads to a Bachelor's Degree in Business and Management (Marketing). Graduates will also achieve the Professional Certifications offered by DMI embedded as part of the Professional Diploma.

The Professional Diploma will cover an introduction to the world of digital marketing, customer experience management, search engine marketing and optimisation, content strategy, social media marketing, advanced digital marketing techniques, and how to manage entire marketing campaigns.

Unique Selling Points



Fast-Track Certification
9 months part-time



Learning
Online lessons



Problem-Solving Practicum
Interactive learning sessions on real-life business challenges



Advanced Diploma & Degree Pathways
Progress with further qualifications upon completion



Statements of Attainment & Funding
Provided by SkillsFuture Singapore



Global Recognition
Offered in partnership with digital expert DMI
Facilitated by local pracademics



Earn Up to 5 Badges from DMI
3 exit qualifications
2 professional certifications
Professional Diploma validated by DMI

MODE OF DELIVERY

Core knowledge for all modules is delivered via online learning. Almost all modules will involve learning through projects, which may be on an individual or group basis.

The online learning content is provided by Digital Marketing Institute and prepares the student for the professional certifications.

Sessions are facilitated by subject matter experts who are highly qualified with years of domain experience in the world of digital marketing and campaign strategies. These sessions will build the learners' knowledge and abilities in key areas as defined by the SkillsFuture Singapore (SSG) framework.

METHOD OF ASSESSMENT

For SSG Modules

All SSG modules are assessed by Written Assessments (WA) and Case Studies (CS). SSG modules have only two outcomes – “C” or “NYC”.

Assessment methodology is based on the SSG framework for competency. SSG is the statutory board under the Ministry of Education driving and coordinating the implementation of the national SkillsFuture movement to promote a culture and holistic system of lifelong learning in Singapore. SSG also incorporates the Committee for Private Education (CPE), which is the regulatory authority for all private education institutions in Singapore. All assessors are ACTA-qualified with domain experience and knowledge. Assessments may be formative or summative. As a competency-based framework, assessment plans have the endorsement of TVI's Examination Board and approval of SSG.

For Digital Marketing Institute Professional Badges

Certified Digital Marketing Associate (CDMA) badge will be automatically conferred on completion of Module 3.

Certified Digital Marketing Professional (CDMP) badge is assessed in a 3-hour examination on Pearson Vue. Fee for the examination is included in the programme fee.

STACKABLE PATHWAYS FOR PROGRESSION



ADMISSION REQUIREMENTS

Local Students

- 2 GCE 'A' Level passes (must be in English) OR
- WSQ Diploma in Service Leadership OR Polytechnic Diploma OR equivalent
- Mature candidates ≥ 30 years old with 8 years people/business management working experience OR
- Candidates with other qualification will be assessed on a case-by-case basis

International Students

- Completion of year 12; OR
- Completion of less than year 12 will be considered if it is an official completion of High School in the country of origin; OR
- IB Diploma; OR
- Pre-university qualifications; OR
- Other private or foreign qualifications will be assessed on a case by case basis

English Language Requirement

- WPL Level 6 (Average of Reading, Listening, Speaking & Writing Scores) OR
- IELTS 5.5 OR equivalent (applicable for International students) OR
- Successfully pass TVI English Admission Test



MODULE 1

NICF - BASIC DIGITAL MARKETING (SF)

(Synchronous & Asynchronous e-learning)

Synopsis:

This competency unit seeks to enable the learner to select the marketing channel mix that best satisfies target markets, and recommend steps to integrate traditional and digital marketing.

Learning Outcomes:

1. Determine the marketing objectives for various channels in accordance with organisational marketing strategy requirements.
2. Develop marketing plan using traditional and digital marketing.
3. Evaluate the effectiveness and impact of the different marketing technologies and tools used.
4. Determine the suitable technologies and tools to be used in marketing activities on the business.
5. Identify marketing programs best suited to organisation's product/service offering.
6. Monitor overall sales performance against the tools selected for the marketing mix.
7. Recommend steps to measure the impact of marketing mix.

MODULE 2

NICF - CUSTOMER EXPERIENCE MANAGEMENT (SF)

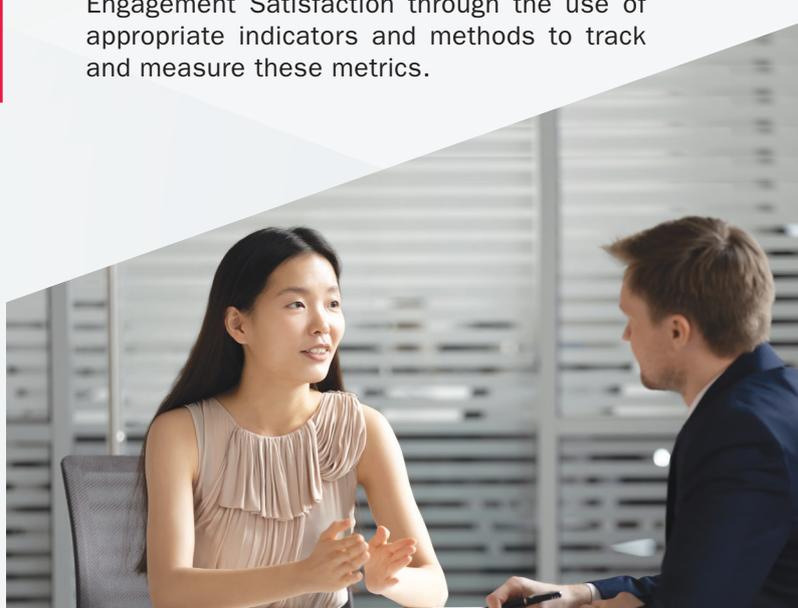
(Synchronous e-learning)

Synopsis:

Upon completion of this module, the learner will be able to analyse implications of customer profiles, requirements and buying patterns on an organisation's marketing strategy, and propose customer engagement initiatives.

Learning Outcomes:

1. Analyse implications of consumer behaviour on marketing strategy by analysing consumer behaviour, using customer data analytics and knowledge of applied behaviour analysis.
2. Understand the importance of customer segmentation and be able to deploy customer segment analysis tools to better understand customers' make-up, requirements and buying patterns of different segments.
3. Analyse customer buying patterns and influencers to develop customer engagement initiatives based on insights of how purchasing decisions are made.
4. Manage customer experience by using components of desired customer experience to manage customer experiences at various touchpoints along the customer journey.
5. Communicate effectively with customers by using principles of effective customer communications to oversee and manage the communications
6. Measure Customer Experience and Engagement Satisfaction through the use of appropriate indicators and methods to track and measure these metrics.



MODULE 3

RETSF - SEARCH ENGINE MARKETING

(Synchronous & Asynchronous e-learning)

Synopsis:

This competency unit seeks to provide the learner with the ability to design paid search ads optimised for relevant keywords and implement their placement on search engines; analyse and report on paid Search Engine Marketing (SEM) campaign metrics; and recommend opportunities for improving SEM campaign performance.

Learning Outcomes:

1. Identify requirements of successful paid search campaigns.
2. Operate data management platforms.
3. Employ strategies for paid search.
4. Interpret and examine results of pay-per-click (PPC) campaigns.
5. Generate weekly reports and examine results using third party tools.

MODULE 4

RETSF - SOCIAL MEDIA MARKETING

(Synchronous & Asynchronous e-learning)

Synopsis:

This module covers the knowledge and application skills to evaluate the potential and suitability of social media marketing opportunities, seek new ways of utilising social media channels, and monitor outcome of social media marketing.

Learning Outcomes:

1. Assess the usage of social media for organisations.
2. Formulate social media campaign plans in accordance to organisation policy and procedures.
3. Assess the relevance and regulations of social media platforms.
4. Justify the usage of social media.
5. Evaluate the effectiveness and impact of social media.



MODULE 5

NICF - MARKETING CONTENT STRATEGY

(Synchronous e-learning)

Synopsis:

This module addresses the knowledge and application skills the learner needs to attain to be able to determine optimal content types, styles, modes and frequency of content delivery, and translate content ideas into digital storyboards.

Learning Outcomes:

1. Evaluate, understand and use your customers' preferences to customise your marketing content and determine the frequency of delivery.
2. Define the Principles of Digital Storytelling and then use it to conceptualise content ideas to meet digital marketing objectives.
3. Understanding the process of developing digital storyboards and mapping out storyboards that will engage your customers.
4. Understand the parameters and features of marketing content for delivery so as to determine the appropriate types and styles of content to be delivered to capture your desired customers.
5. Know the different modes of content delivery for marketing in order to determine the modes and processes for distributing the marketing content.
6. Develop an appropriate Organisation's Guidelines for your Content Strategy execution, based on knowledge acquired from Topic 1 to 5 above.

MODULE 6

RETSF - SEARCH ENGINE OPTIMISATION

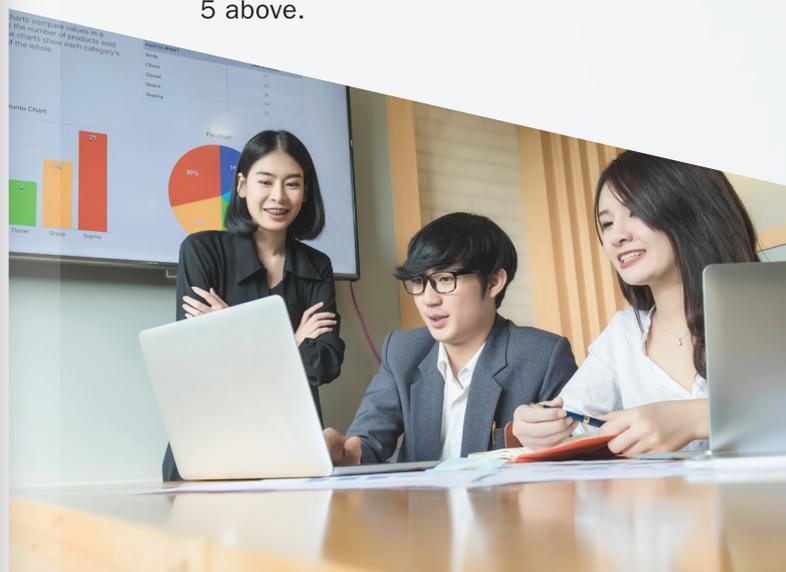
(Synchronous & Asynchronous e-learning)

Synopsis:

This unit seeks to provide learners with the knowledge and application skills to apply Search Engine Optimisation (SEO) tools and techniques for an organisation's digital assets and content across channels and recommend improvements for SEO efforts.

Learning Outcomes:

1. Apply search engine marketing strategies.
2. Illustrate the processes of keyword discovery, expansion and optimisation.
3. Explain the application of Search Engine Programs.
4. Perform SEO assessment.
5. Interpret search engine performance.
6. Interpret competitors' advertising links.
7. Predict SEO trends.



MODULE 7

NICF -ADVANCED DIGITAL MARKETING (SF)

(Synchronous e-learning)

Synopsis:

Upon completion of this module, the learner will be able to identify critical customer segments, market gaps and competitors to support the development of a marketing strategy, and lead implementation of marketing efforts in business.

Learning Outcomes:

1. Use 3Cs (Changes, Customers and Competitions) to assess the competitive forces/market outlook and identify critical customer segments, market gaps and competitors.
2. Identify and evaluate the new and emerging digital marketing trends and technologies to better understand their impacts on an organisation's business and performance.
3. Develop an Organisational Marketing Strategy in alignment with the organisation's business model and revenue drivers, taking into consideration the new digital marketing technologies to be deployed.
4. Develop a good Communication Plan for internal staff awareness and alignment.
5. With proper planning and clear vision of the product/service roadmap, lead and execute the Marketing Action Plan in alignment with critical trends and developments.

MODULE 8

RETSF - APPLIED DATA ANALYTICS

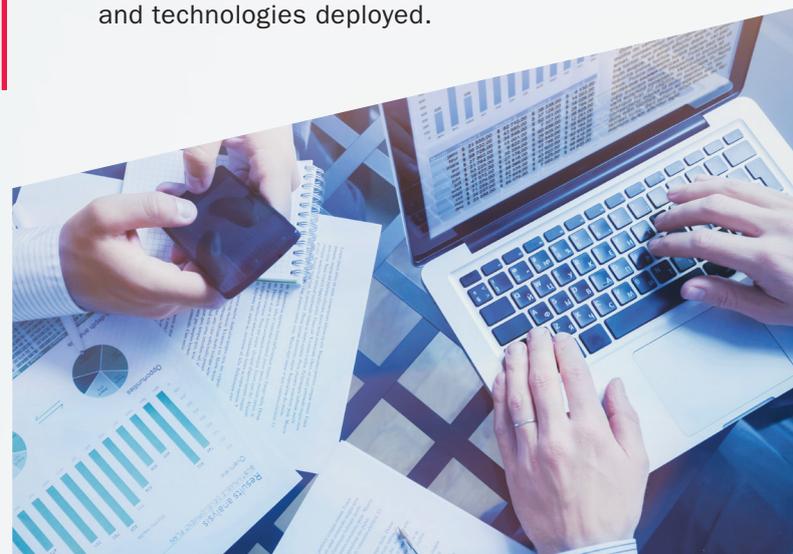
(Synchronous e-learning)

Synopsis:

Upon completion of this module, the learner will be able to execute data analytics metrics and measurement efforts and perform deep dive analyses to understand customer activities and behaviours across all digital platforms.

Learning Outcomes:

1. Define Data Analytics, its tools and technologies, and understand the different forms of analytics available in the market so as to perform the necessary data analytics metrics and measurement efforts.
2. Understand and align an organisation's overall data analytics strategy with its web analytics strategy so as to conduct the necessary data analytics activities.
3. Understand an organisation's products and services and the types of business problems, questions or hypotheses in order to perform a deep dive analysis to better understand customer activities and behaviours.
4. Assess current and emerging analytics tools and technologies so as to select the most relevant data analytics tools, technologies and resources.
5. Understand customer activities and behaviours across all digital platforms so as to prepare reports on key analytics findings, trends and consumer insights to aid in data-driven decision-making processes.
6. Understand the criteria for evaluating the effectiveness of data analytics tools and technologies so as to be able to evaluate the effectiveness of data-driven analytics tools and technologies deployed.



MODULE 9

RETSF - MARKETING CAMPAIGN MANAGEMENT

(Synchronous & Asynchronous e-learning)

Synopsis:

Upon completion of this module, the learner will be able to develop marketing campaigns and enhance campaign awareness and campaign visibility. Learners will also learn how to set metrics to measure success of campaigns and evaluate results for the improvement of future campaigns.

Learning Outcomes:

1. Construct an operational plan.
2. Justify the appropriateness of tools to reach the target audience.
3. Propose a suitable campaign budget.
4. Dissect the operational plan.
5. Advise on measures used to evaluate effectiveness.
6. Consolidate and evaluate findings for future planning.



AWARD QUALIFICATION



*Image is for illustration purposes only
and may differ from actual certificates

Earn Up to 5 Badges from DMI



3 exit
qualifications

2 professional
certifications

Professional Diploma validated by DMI

COURSE FEES

Course Title	Durations	Full Course Fee per pax*	50% Subsidised Course Fee per pax**	90% Subsidised Course Fee per pax***
NICF - Basic Digital Marketing (SF) (TGS-2019504314)	40	\$1,712.00	\$1,112.00	\$272.00
NICF - Customer Experience Management (SF) (TGS-2019504296)	40	\$1,712.00	\$1,112.00	\$272.00
RETSF - Search Engine Marketing (TGS-2019504295)	40	\$1,284.00	\$604.00	\$284.00
RETSF - Social Media Marketing (TGS-2019504297)	40	\$1,712.00	\$1,112.00	\$272.00
NICF - Marketing Content Strategy (SF) (TGS-2019504317)	40	\$1,712.00	\$1,112.00	\$272.00
RETSF - Search Engine Optimisation (TGS-2019504316)	40	\$1,284.00	\$604.00	\$284.00
NICF - Advanced Digital Marketing (SF) (TGS-2019504313)	40	\$1,712.00	\$1,112.00	\$272.00
RETSF - Applied Data Analytics (TGS-2019504294)	40	\$1,284.00	\$604.00	\$284.00
RETSF - Marketing Campaign Management (TGS-2019504315)	40	\$1,712.00	\$1,112.00	\$272.00
Total		\$14,124.00	\$8,484.00	\$2,484.00
Application Fee Locals (Singaporeans/SPR/WP)		\$53.50	\$53.50	\$53.50
FPS		\$211.86	\$121.34	\$25.04
Grand Total		\$14,389.36	\$8,658.84	\$2,562.54

* All prices are inclusive of 7% GST.

SkillsFuture Singapore (SSG) subsidy is based on learner's eligibility, fulfilling SSG required attendance hours, deemed competent by SSG via criteria such as the passing of assessments and final approval subject to SSG.

- Training Vision Institute reserves the right to bill the learner full course fee in any event that their SSG subsidy for the course is not approved by SSG.
- Application fee is non-refundable.
- A non-refundable administration fee of \$214 for International Students applies

* Prices are subject to change

** Up to 50% Subsidy (Singaporean and PR between 21 - 39 years old)

*** Up to 90% Subsidy (Singaporean 40 years old and above)

Start Your Lifelong Learning Journey Today!

Our Locations

We are conveniently located near MRT stations across Singapore.

Jurong East Campus (HQ)

52 Jurong Gateway Road
#08-03 JEM Office Tower
Singapore 608550
Tel: 6805 8968

Hougang Campus

810 Hougang Central
#03-214
Singapore 530810
Tel: 6805 4981

Tampines Campus

3 Tampines Central 1
Tampines Plaza 1, #04-01
Singapore 529540
Tel: 6805 8967

City Commune

The Cathay, 2 Handy Road
Level 3 #03-04 to 07
Singapore 229233
Tel: 6805 8970

Woodlands Campus

900 South Woodlands Drive
#06-05 Woodlands Civic Centre
Singapore 730900
Tel: 6805 8992

www.trainingvision.com.sg

All information is correct at time of printing (Apr 2021)

Training Vision Institute Pte Ltd

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