

Social Media Marketing

Overview :-

In today's world, social media communication is key focus for all businesses. In this interactive module you will learn to identify marketing communication opportunities in new media, how to develop marketing communication plans, and how to evaluate the effectiveness of the social media platform in raising brand profile. The unit is delivered through lectures, group activities, Q&A sessions, group discussions and presentations.

Modules (1) :-

1	Social Media Marketing			
	E-learning	Training	Assessment	16:00
	00:00	14:30	01:30	
<p>In today's world, social media communication is key focus for all businesses. In this interactive module you will learn to identify marketing communication opportunities in new media, how to develop marketing communication plans, and how to evaluate the effectiveness of the social media platform in raising brand profile. The unit is delivered through lectures, group activities, Q&A sessions, group discussions and presentations.</p>				

Course Duration :-

SSG Approved Training & Assessment Hours	16.0
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Objectives :-

- Identify marketing communication opportunities in social media.
- Support brand alignment to social media communication channels.
- Develop marketing communication plans for fashion retail.
- Analyse the effectiveness of social media implementation for fashion retail.

Entry Requirement :-

Singapore/PR Students:

- GCE 'O' Level with 3 credits including English and Mathematics OR
- WSQ Advanced Certificate OR
- WSQ ES WPLN Level 5 and above

International Students:

- High School Diploma equivalent to GCE 'O' Level with 3 credits including English and Mathematics OR
- Qualifications from professional institutes may be considered on a case-by-case basis OR
- Pass TaF.tc Entrance Test

English Language Requirement –

- Possess a minimum credit in English at GCE 'O' Level or its equivalent OR
- IELTS score 4.5 or TOEFL score 450

ALL Students are required to have basic knowledge of computer and Microsoft Office

Graduation Requirements :-

Student must fulfil the following requirements:

- 75% attendance rate of total training hours per module
- Assessed and be competent for every module

Student Pass Holders – a minimum of 90% attendance per month will be required

Who Should Attend :-

- Shop Manager / Department Manager
- Visual Merchandising / Merchandising Manager
- Buyer
- Operations Manager / Area Manager
- Marketing / Marketing Communications Manager
- Entrepreneur

Key Learning Areas :-

- Pros and cons of making changes to social media marketing communications
- Types of e-based marketing communication plans
- Search Engine Optimization
- Criteria for selection of e-marketing communication and mobile social media
- Target audience for retail and merchandise categories
- Various forms and terminologies used in new media marketing
- Types of resources for implementing new media marketing communication
- Factors affecting trends and market development

Certificate Issuance :-

Upon successful completion of the course, trainee will be awarded the WSQ Statement of Attainment (SOA) for WSQ Social Media Management. WSQ Certification is nationally endorsed and recognised by industry partners.

Course Fee:-

Singaporean / PRs (SSG)

SkillsFuture Singapore Grant (SSG)

All Singapore Citizens and Permanent Residents

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 890.00	S\$ 12.00	S\$ 801.00	-	S\$ 7.07	S\$ 108.07

Singaporean (WTS)

Workfare Training Scheme (WTS)

Aged ≥ 35 years and earning \leq \$2,000/month

Full Course Fee	Application Fee	Less: SSG Grant	Less: WTS	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 890.00	S\$ 12.00	S\$ 801.00	S\$ 44.50	S\$ 7.07	S\$ 63.57

Singaporean (SFMCES)

SkillsFuture Mid-Career Enhanced Funding (SFMCES)

All Singaporeans aged 40 years and above

Full Course Fee	Application Fee	Less: SSG Grant	Less: SFMCES	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 890.00	S\$ 12.00	S\$ 801.00	S\$ 0.00	S\$ 7.07	S\$ 108.07

SMEs (ETSS)

Enhanced Training Support Funding (ETSS)

SME with employment size ≤ 200 or annual sales turnover \leq S\$ 100 million

SME can claim additional 20% of full gross fee under ETSS where applicable

Full Course Fee	Application Fee	Less: SSG Grant	-	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 890.00	S\$ 12.00	S\$ 801.00	-	S\$ 7.07	S\$ 108.07

International Students

Full Course Fee	Application Fee	NA	NA	GST (7%)	Total Fees Payable (Inclusive of GST)
S\$ 890.00	S\$ 12.00	NA	NA	S\$ 63.14	S\$ 965.14