



# Specialist Diploma in Social Media Marketing

## Introduction

Due to increasing popularity of web and social media, many of businesses now focus on digital marketing to increase brand awareness, engaging customers so as to increase customer retention, creating new business opportunities and providing supports through the use of digital media. But, most of the businesses are facing difficulties in finding an employee who is well trained in marketing with strong knowledge and skills in using software tools and systems at professional level.

This course is designed to equip the candidate with knowledge and skills in creative design and online marketing.

## Learning Outcomes

At the end of the course the students should be able to:

- Understand how technology changes marketing landscape
- Explain basic principles of marketing
- Develop effective digital marketing plans with SMART targets
- Familiar with appropriate tools and techniques in digital marketing
- Understand visual communication design
- Optimize the content for better search engine ranking
- Plan, execute and measure effectiveness of a marketing campaign using web analytics.

## Modules

- SM01 Essentials of Digital Marketing
- SM02 Visual Communication Design
- SM03 Search Engine Optimization
- SM04 Social Media Channels & Strategies
- SM05 E-mail Marketing
- SM06 Web Analytics

For the detailed description of modules please visit our website at [www.genetic.edu.sg](http://www.genetic.edu.sg)

## Entry Requirements

- Minimum diploma holders in any discipline with at least 1 year experience
- Bachelor's degree holders
- Mature students with experience in related fields will be considered case by case.
- English Requirements
  - Pass in English at "O" Level or equivalent

## Course Duration

- 6 Months

## Completion Criteria

- Minimum 75% attendance for Local/ PR & Non-Student Pass Holders
- Minimum 90% attendance for International Student
- Must pass all the examinations and assessments for all modules

## Course Type

- Full Time

## Intake

- Please visit our website for the intake dates

## Certification

- Upon completion of this course, students will be awarded with Genetic Computer School Specialist Diploma in Social Media Marketing.

## Teacher-Student Ratio

- The average Teacher-Student Ratio for the school is 1:25 and this ensures that the learning experiences of the students are its optimum level.

## Modes of Payment

- The modes of payment available are cash, cheque, cashier's order, Telegraphic Transfer or Bank Transfer, PSEA.

## Fee Protection Scheme

- GCS adopts Insurance Scheme for all its students and engages the service of the LONPAC Insurance BHD in compliance with the fee protection scheme of EduTrust. For more information on FPS please refer to our website at [www.genetic.edu.sg](http://www.genetic.edu.sg)



## Course Fee

- The course fees are due and is payable in 1 time payment
- All fees are subject to prevailing GST of 9%

Application Fee – (Non-Refundable)  
Local students – SGD 50  
International students – SGD 150

## Miscellaneous Fee

For the detailed information on the miscellaneous fees please refer to our website.

Note: Miscellaneous Fees refer to any non-compulsory and non-standard fees which the student will pay only when necessary or applicable. Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

<b>Specialist Diploma in Social Media Marketing</b>	<b>Local Student (For Foreigner/PR/Employment Pass and other passes)</b>	<b>International Student (Require Student Pass)</b>
	Amount SGD	Amount SGD
Course Fee	5,000	5,000
Administrative Fee	1,650	1,650
FPS Processing Fee	150	150
<b>Total</b>	<b>6,800</b>	<b>6,800</b>

## Payment Schedule

<b>Specialist Diploma in Social Media Marketing</b>	<b>Local Student (For Foreigner/PR/Employment Pass and other passes)</b>	<b>International Student (Require Student Pass)</b>
Application Fee (Upon Registration)	50	150
1 Time Payment for 6 Months	6,800	6,800
<b>Total</b>	<b>6,850</b>	<b>6,950</b>

## How to Apply?

Applicants can apply through our website ([www.genetic.edu.sg](http://www.genetic.edu.sg)) or call our programme consultant for more information of the course.

You can also e-mail us at [info@genetic.edu.sg](mailto:info@genetic.edu.sg)

### Notes:

- Minimum number of students that is required before a class commences: 5
- Waiting period (from the time a student signs up until the time a decision is made by the PEI whether the class would commence): 2 weeks before the course commencement date