WSQ Digital Campaign Management Level 3

Course Duration	16 Hours	Course Fee Full Fee: **$520**	Subsidy & Nett Fees Please refer to page 2	Mode of Training Classroom

Certification Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore

Pre-requisites
- Basic computer and Digital Marketing knowledge are a must.
- Participants must have an active Facebook account.

Entry Requirement
- Speak, listen and read English at a proficiency level not lower than PSLE or PSPE or equivalent, and manipulate numbers at a not lower than PSLE or PSPE or equivalent
- A minimum of one year of employment experience (preferably in sales and marketing)
- Internet and social media savvy (in personal use)

Course Objective This module equips learners with necessary knowledge and skills to execute digital campaign activities and effectively promoting products on social media platform.

Course Content:

In this course you will learn how to setup an online store using Shopify, starting from strategies to measuring results.

Section 1: E-commerce campaign – strategies, management, setting objectives, tactics, pre-testing methods, online research tools, reviewing pre-test results

Section 2: Choosing right platform for your business, Setting up Shopify ecommerce site, Write product features and benefits, Call to Action, Integrate Shopify with Facebook

Section 3: Content marketing, planning, audit and scheduling. Content curation and creation, Social media marketing, Search engine marketing, Email marketing

Section 4: Measure Campaign effectiveness in Web analytics, Micro conversions in e-commerce, Google analytics metrics, Measuring satisfaction, Creating reports
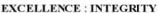
Effective From: 30/04/2024

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

Adobe | AUTHORIZED Training Center

edutrust SINGAPORE PROVISIONAL
Cert No.: EDU-I-3168
Validity: 30/04/2024 - 29/04/2025

Genetic Computer School Pte Ltd
CPE/UEN No: 198902296M
Registration Validity Period:
24 June 2023 – 23 June 2027

Call 63397588 or email contact@genetic.edu.sg

Section 5: Conversion Optimization and Refinement. Analyze user behavior, collect data from different platforms to refine marketing messages (How Google re-marketing and Facebook Pixels work), UX Concept, Spilt testing

Assessment:
Scenario-based objective questions
Portfolio
Oral Interview

Subsidy

WSQ Digital Campaign Management – level 3 TGS-2020503766			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	$520.00	$520.00	$520.00
SkillsFuture Funding	$260.00	$364.00	$364.00
Total Nett Fee	$260.00	$156.00	$156.00
GST (9% x $520)	$46.80	$46.80	$46.80
Total Fee Payable to Genetic Computer School	**$306.80**	**$202.80**	**$202.80**
Age Group	**SC 21-39 years old and PR**	**SC 40 years old and above**	**Small Medium Enterprise**

Eligible for Claim Period: 02 June 2020 - 04 Aug 2026

Please refer to the below link for the Refund Table for SkillsFuture Courses:
https://www.genetic.edu.sg/refund-for-skillsfuture-courses/

Participant need to pass the test to get subsidy
SSG Advice:
Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their $500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance).
We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:
- **Using only own PSEA: http://go.gov.sg/psea-withdrawal-tp**
- **Using Sibling's PSEA: http://go.gov.sg/psea-withdrawal-tps**

Reminder to all learners:-
Bring your own laptop
Bring a thumbdrive
Bring a sweater as it might be cold
Bring stationeries – highlighter, pens

Effective From: 30/04/2024

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