

WSQ ENGAGE CUSTOMERS USING CONTENT MARKETING LEVEL 4

Course Duration	16 Hours	Course Fee	Full Fee: \$850	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						
Entry Requirement	<ul style="list-style-type: none"> • Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5 • Minimal education qualification is at least 1 GCE 'A' Level pass or 1 GCE 'O' Level pass or 1 GCE 'N' Level or National ITE certificate (Nitec) or equivalent • Ability to use Windows and/or Mac OS • Ability to use Word Processing and Presentation Software • Owns a Google and Facebook accounts 						

Course Objective This course is designed to provide knowledge and skills necessary for content marketing with design thinking approach. The course covers introduction to design thinking, how to apply design thinking to content marketing, principle of digital storytelling, conceptualizing content ideas, executing content marketing, and optimization of content marketing campaign.

Course Content:

In this course, participants will learn to identify content requirements and customers preferences, conceptualize content ideas and create guidelines to reinforce content strategy execution in order to determine the most effective way and process of content delivery.

Section 1: **Design Thinking in Content Marketing**

- ✓ Identify content requirements based on evaluation of customers and potential customer preferences. Potential customers' evolving preferences of content types, styles and modes of delivery.

Section 2: **Planning of Content Marketing**

- ✓ Conceptualise content ideas to meet marketing objectives. Map out digital storyboards as part of a content strategy. Develop guidelines for content strategy execution.

Section 3: **Execution of Content Marketing**

- ✓ Determine posting, types and styles of content depending on the platform of choice, and the modes and processes for disturbing content. Identify parameters of delivering content for marketing purposes.

Effective From: 30/04/2024

Section 4: Optimisation of Content Marketing

- ✓ How to optimise content marketing campaign through quantitative and qualitative method. Determine and analyse findings and decide the next appropriate course of action.

Assessment:

Written Assessment

Project Presentation

Subsidy

WSQ ENGAGE CUSTOMERS USING CONTENT MARKETING – LEVEL 4 TGS-2020504960			
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	\$850.00	\$850.00	\$850.00
SkillsFuture Funding	\$425.00	\$595.00	\$595.00
Total Nett Fee	\$425.00	\$255.00	\$255.00
GST (9% x \$850)	\$76.50	\$76.50	\$76.50
Total Fee Payable to Genetic Computer School	\$501.50	\$331.50	\$331.50
Age Group	SC 21-39 years old and PR	SC 40 years old and above	Small Medium Enterprise

Eligible for Claim Period: 05 Aug 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