

WSQ Paid Search Engine Marketing (SEM) – Level 3

Course	16	Course Fee	Subsidy & Nett Fees	Mode of Training
Duration	Hours	Full Fee: \$520	Please refer to page 2	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.			
Entry Requirement	- 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 GCE 'O' Level, GCE 'N' Level or ITE certificate - 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 WSQ Paid Search Engine Marketing (SEM) – level 3 – is to equip learners with comprehensive knowledge and practical skills in managing and optimizing pay-per-click (PPC) advertising campaigns. By the end of the course, learners will be able to strategically select and utilize search engine advertising platforms to maximize return on investment (ROI), develop and implement effective keyword strategies, create targeted ad campaign performance, and continuously optimize marketing efforts to enhance overall campaign effectiveness.			
Learning Objectives	LO1: Identify digital advertising trend and insights on characteristics and PPC functions; and select search engine advertising platform to achieve maximum ROI in paid search campaign. LO2: Track, report and analyse website analytics and PPC initiatives and campaigns based on organization objectives, goals and expectations of PPC campaign strategy. LO3: Create a keyword-search plan in consideration for metrics for performance measurement and effective segmentation. LO4: Create a Google paid search/display ad campaign targeting to customer segment. LO5: Apply search engine tools to optimise the effectiveness of search engine marketing campaign, including blocking poor quality traffic sources from all campaign LO6: Perform daily management on PPC advertising account to generate weekly and monthly reports for all performance metrics on PPC search/display ads. LO7: Recommend and execute strategies to improve effectiveness of search engine marketing campaign.			

Course Content:

In this course you will learn how to plan and run advertisements on search engines and their associate display networks.

Effective From: 10/09/2026

Section 1: Search Engine Functionalities – How search engine works? Type of digital media and ads

Section 2: Goals and Performance Indicators – Product feature and benefits, Audience characteristics, Competitor analysis, SMART goals

Section 3: Keywords Research – Ad group structure, Keyword structure, Keyword-search plan

Section 4: Google Search Ads – Setup, Dashboard, Campaign

Section 5: Google Ads Tools – Keyword planner, Negative keywords, Keywords and SEO, Bid strategies, Split test, Linked accounts, Billing and Payment

Section 6 – Measurement and Analytics – Google Ads - Data and Reports, Performance metrics, Analysis

Section 7 – Optimization and Iteration – Iteration process, Ad variation creation

Assessment:

Written Assessment – short answered question

Portfolio

Oral Interview

Subsidy

WSQ Paid Search Engine Marketing (SEM) – level 3 TGS-2020504112			
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: 15 June 2020 - 14 June 2027

Please refer to the below link for the Refund Table for SkillsFuture Courses:

https://genetic.edu.sg/policies_procedures/refund-for-wsq-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.

Reminder to all learners:-

Bring your own lapto, thumbdrive, Bring a sweater as it might be cold, Bring stationeries – highlighter, pens

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