

WSQ GLOBAL BRANDING ON SOCIAL MEDIA LEVEL 4

Course Duration	16.25 Hours	Course Fee	Subsidy & Nett Fees	Mode of Training
		Full Fee: \$850	Please refer to page 2	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 account
Course Objective	This course is designed to provide essential knowledge and skills in planning, executing and optimizing global brand awareness campaigns on social media platforms. Participants will also learner legal matters that concern doing business in global markets.

Course Content:

In this course, participants will learn the appropriate tools to communicate with customers in their global Social Media branding campaigns and techniques to manage social media partner, influencers and affiliates so that their brand identity will flourish.

Section 1: **Establishing Foundations for Social Media marketing for the Global Context**

- ✓ Develop brand campaign ideas for products or services to increase brand awareness. Branding approaches and strategies

Section 2: **Campaign Planning Tools**

- ✓ Recommend potential communications tools to effectively reach out to target. Public relations and external communications tools

Section 3: **Campaign Execution**

- ✓ Implement customer engagement and interaction strategies to align perspectives of the brand. Lead the implementation of branding campaigns

Effective From: 25/03/2025

Section 4: Optimisation

- ✓ Methods to assess consumer's perceptions, needs, and responses. Roles and influence of internal and external stakeholders in shaping the brand and reputation

Assessment:

Written Assessment

Project Presentation

Subsidy

WSQ Global Branding on Social Media – Level 4 TGS-2020504931			
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: 15 Aug 2020 - 14 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 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

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