Topic Synopsis (SGUS Digital Marketing)

1. **Certificate in Essential Skills to Enhance Employability**

   This certificate covers essential communication areas which include emotional intelligence (EQ), digital marketing and essential job search skills. It introduces key concepts in the areas of data and visual analytics using Power BI, statistics and cyber security. It introduces key concepts in the areas of data and visual analytics using Power BI, statistics and cyber security.

   ### Topic 1: Emotional Intelligence (EQ) for Career Decision Making

   This 2 days' workshop is an enhanced training in which participants will acquire job-seeking related skills, capabilities and the ability to expand employment opportunities.

   Emotional Intelligence (EQ) facilitates career decision-making process and leads to decisions that can achieve greater satisfy career-related interests, values, and aspirations. Emotions experienced during this process have implications for the perception of risk related to specific career options, the kind of self-exploration individuals will engage in, and how information related to career choice will be processed.

   Through EQ, participants will be able to cope and learn to manage one's self-awareness which affect their overall well-being and decision making.

   ### Topic 2: Getting ready for Your Next Job

   This course equips participants with the essential job search skills, knowledge and tools that will allow them to present themselves positively on paper, in person and on professional networking sites.

   Participants will learn how to craft resumes that get the attention of prospective employers and recruiters and pivot their experiences to succeed and leave a good impression at job interviews (face-to-face or digital). This course also helps jobseekers to get started on using the popular professional networking site, LinkedIn, to create a professional brand for job search and networking.

   ### Topic 3: Digital Marketing with Personal Branding

   This course introduces students to tools for establishing a personal brand online and importance of establishing digital marketing strategy to promote their own personal brand.

   ### Topic 4: Visual Analytics using Power BI

   The course aims to equip the participant with the following:

   Knowledge and Understanding: An understanding of how a dashboard works; its advantages and disadvantages and how it will be useful at workplaces.

   Intellectual skills: How to apply the knowledge received during the course in developing the dashboard and using DAX functions, filters etc.

   Practical skills: Participants will be developing their own dashboard. This exercise will enable them to show their creativity, skills obtained from the course and a satisfaction from attending the Power BI course.

Transferable skills and personal qualities: The knowledge and skills acquired from this course can be used at workplaces especially for those involved in KPI reporting, dashboard development or someone who have regular management meetings.

By the end of the course, learners will be able to:

- Upload data & and create data models
- Use DAX functions to enhance dashboards
- Associate links between variables for visual and descriptive analytics
- Find hindsight and insights from dashboard

Topic 5: Cyber Security for Non-IT Professionals

The objectives of the course is to create awareness and understanding of common cyber threats, both at home and at work. Typical mitigation methods will be discussed to help participants make better use of the available cyber security tools to protect themselves against cyber adversaries.

Upon completion of this course participants will be able to:
- Relate what is Cyber Security what are at stake
- Examine common threats (e.g. Phishing, malware)
- Use common mitigation methods
- Use basic wireless and smartphone security
- Outline security related laws (e.g. PDPA, CMA)

2. **Certificate in Sectoral Fundamentals for Digital Marketing**

This certificate covers the fundamental & essential areas of digital marketing such as principles of marketing, consumer research & analytics, integrated digital marketing communications & digital marketing analytics.

Topic 1: Principles of Marketing

Provides a broad overview of the marketing discipline to provide both marketing and non-marketing personnel with a better perspective of the marketing function and the marketing management process. Topics covered include the elements of the marketing mix, the marketing environment, market opportunity analysis, marketing information systems, target marketing and marketing management philosophies

Topic 2: Consumer Research & Analytics

Provides students with an understanding of the scope and process involved in Consumer Research. This module will enable students to conduct a comprehensive consumer research exercise and interpret data from consumer research. This module will also cover how customer analytics help decision makers make key business decisions

Topic 3: Integrated Digital Marketing Communications

In this module, participants learn the uses of digital marketing tools, framework and marketing communication. Participants will acquire the skills to leverage digital platforms and channels that financial institutions use to interact with and engage customers. The various options for customers to browse and purchase will activate the different touchpoints

of the customer journey through digital channels and influence marketing strategy considerations.

Topic 4: Digital Marketing Analytics

This module equips students with the skills and knowledge to analyse and optimize digital marketing performance through the use of analytics that cover web, social media, mobile, display & other third party elements (crm & edm tools). Students will learn to diagnose the effectiveness of digital marketing platforms and make recommendations for improvement.

3. **Certificate in Job Specialisation for Digital Marketing Executive**

This certificate introduces the execution toolkits essential for a digital marketing executive in activating & managing a digital marketing campaign; primarily through digital message strategy, digital media planning, content marketing development & digital campaign management and analysis.

Topic 1: Message Strategy Planning

This module encompasses students understanding how marketing messages are crafted, tonality of messages, message appropriateness for digital media platforms & applying message strategies to funnel consumers through the digital marketing funnel.

Topic 2: Digital Media Planning

This module will cover media planning for traditional and digital media covering all platforms (including affiliate management) including affiliates & programmatic advertising platforms, how to plan and project metrics and ROI for any initiative & encompassing remarketing optimisation on media platforms as well.

Topic 3: Content Marketing Development

This module with touch on the 2 main output formats of digital content - photo (static & animated) & video; how to capture & how to edit for all digital media platforms. It will also touch on content writing for platform optimisation.

Topic 4: Digital Campaign Management & Analysis

This module focuses on performance marketing measures, running in-campaign & post-campaign analysis, tracking predictive indicators, diagnosing campaign performance & prescribing optimisation measures across all media platforms to attain metric gains to funnel towards meeting overall marketing objectives.