



**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**  
SINGAPORE

Centre for Professional and  
Continuing Education

# Pick up the skills, tools and domain expertise to embark on a rewarding career in Digital Marketing



NTU SGUnited Skills Programme in

**DIGITAL MARKETING**

**(ASYNCHORONOUS E-LEARNING)**

Co-organized by PaCE@NTU and Intangibles Pte Ltd

Funded by SSG and eligible for SkillsFuture Credit

**NTANGIBLES**  
Strategies. Skills. Solutions

# Course Outline

This is a 6-month course designed by experienced industrial practitioners to cover the key aspects of Digital Marketing that will enable participants to excel as a Digital Marketer in today's digital business landscape.

Through project works, you will build up valuable hands-on experience in strategizing and optimizing digital platforms, interpreting critical marketing analytics, and orchestrating effective search engine campaigns with the use of the right marketing tools to get your Digital Marketing career off to a flying start!



Effective digital marketing requires an in-depth understanding of the various digital platforms to fully harness and optimize their potential, combined with effects-based content creation and ads designs, insightful digital marketing analytics and the clever use of Search Engine Optimization (SEO).

Participants will be taught the various aspects of Digital Marketing through a mix of online lectures, self-learning, assignments and project works to equip them with the know-how to strategize, plan, design and execute marketing campaigns effectively.

Tapping into the Power  
of Social Media Marketing

Content Creation  
for Marketing

A Practical Approach  
To Search Engine Marketing

Gaining customer  
Insights with Digital Marketing

A Practical Approach  
To SEO

Delivering results  
in the Digital Age

# Course Modules

## Tapping into the Power of Social Media Marketing

This module aims to provide participants with an in-depth understanding of social media marketing, and equips learners with the ability to set up and optimize the social media platforms, and launch an effective marketing campaign through a practical hands-on approach. The module is designed to equip individuals with the fundamental knowledge and relevant skill sets relating to social media marketing platform like Facebook, Instagram, YouTube and LinkedIn to conduct social media audits, set up social media calendars and leverage social media management tools for marketing.

## Gaining customer insights with Digital Marketing Analytics

This module focuses on the use of digital analytics for participants to be able to garner actionable insights and discover customers' needs and wants, derive a good overview of the specific social media channels and paid campaigns from which the customers come to know about the product and services, and appreciate the amount of time spent on the website before customers leave or purchase the items. The ability to apply digital analytics will equip participants with the essential skills to improve on existing marketing strategies, establish Key Performance Indices (KPI) for ROI tracking and in turn, improve the business revenue.

## A Practical Approach to Search Engine Marketing (Google Ads)

This module is designed to equip the students with the fundamental knowledge and skill sets in Google Ads to improve on their quality scores and stretch the budgets spent on search engine marketing campaigns. Participants will learn about the various kinds of ads available, how to review landing pages, understand the hierarchy levels of campaigns, and how to interpret data collected for future ads improvements.

## Content Creation for Marketing

This module aims to provide participants with an in-depth understanding to content creation for marketing, and expose them to successful marketing campaigns and SEO rankings! Researches have shown that 75% of the marketers found producing an engaging content challenging, what more producing them regularly. Creating great contents that delight the audience and engender trust in your brand will set you apart from the rest of the competition.

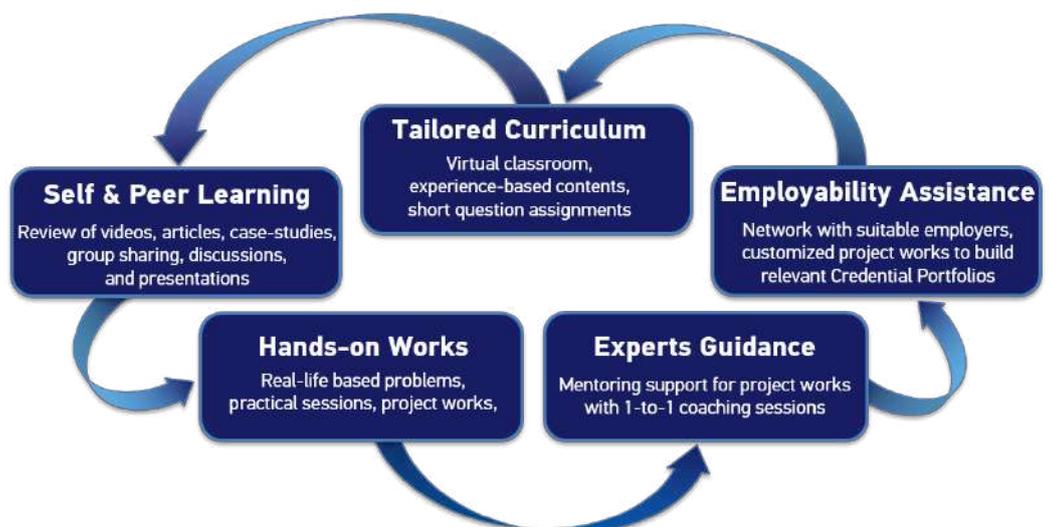
## A Practical Approach to Search Engine Optimization (SEO)

This module equips participants with the fundamental knowledge and concept of SEO to create site architecture, conduct effective keywords research, understand the factors affecting their rank positioning, perform SEO audits, and monitor the SEO performance of websites. Participants will also learn how to build quality back links that play an important role in the ranking. There will be a hands-on session for learners to apply the knowledge they have acquired in a practical setting to reinforce their learning and enrich their experience.

## Delivering results in the Digital Age

This is the final module of the course, and serves to consolidate the knowledge that participants have acquired in the previous modules. Participants will learn how to conduct a situational analysis of the current marketing outlook using a holistic approach, design a detailed marketing plan in response, and execute the plan through a practical session. For participants planning to embark on a career as a fresh digital marketer, this module will help you build a credential portfolio to showcase your works and proficiency.

Our program adopts a holistic approach that is purposefully built around our learners to help them achieve the learning outcomes. A combination of online learning, group exchanges and practical project works ensures that our learners are sufficiently exposed and skilled to bring value to their prospective employers and contribute meaningfully in their fledgling careers.



# Learner Support & Outcomes

## Curriculum for real-world needs

Our curriculum is purposefully designed based upon the real-life experiences of our industry-seasoned trainers to ensure that the most effective, relevant, and practical knowledge and skill sets are imparted to our learners. Our tried and tested contents give our learners the best chance of success as they embark on their new careers in digital marketing in the highly competitive business landscape.

## Experts Guidance and Sharing

During the course of the program, our learners will be instructed and mentored by some of the most experienced and successful practitioners in the digital marketing space. Our network of trainers bring with them a wealth of experiences from different business domains, and offer our learners a wide-ranging perspective of the challenges unique to each of these businesses both locally and abroad, from MNCs to local enterprises and SMEs.

## Build up experiences as you learn

Beyond classroom works, our modules each encompasses a hands-on session to give our learners the opportunity to apply what they are taught and put their skills to test through project works based off real-life problems. These practical sessions ensure that our learners are sufficiently exposed to handle the myriad of demands in the real world confidently and proficiently, while honing their softer skill sets to be better team players and effective communicators.

## Employability assistance for learners

Leveraging the wide networks of our seasoned trainers in the digital marketing space, and the strong relationships they built with past customers from MNCs and SMEs, our learners who are keen to pursue a digital marketing career will be well-positioned to connect with potential employers upon graduation, complete with a credential portfolio of relevant project works to showcase their proficiency and experience.

## Course Application Details:

Click on the date to register now

Intakes: 15 November 21 to 06 May 22

Venue: NTU Virtual Learning Environment

Time: 15 hours per week

Course Fee: Standard Fee - S\$9,373 (inclusive of GST)

Subsidised Course Fee - S\$500 nett

(applicable to Singaporeans and Singapore PRs only)



Scan or click for more details