

DIPLOMA IN SOCIAL MEDIA MARKETING

Objectives: This course aims to equip students with the knowledge and skills to become more social media proficient and thus capable of implementing the appropriate social media practice within their organization through the implementation of enterprise social media marketing strategies. It gives students a clear understanding of social media and its roots, planning and launching social media campaigns, variety of available tools and the know-how to implement key social media strategies for business. Through case studies and engaging activities, students will learn how to create a social media plan tailored to specific organization needs and goals using social media platforms to reach to their target audience. Graduates of the Diploma in Social Media Marketing course can proceed to the Advanced Diploma in Social Media Marketing course.

Course Duration: Full time course consists of 9 modules. All modules will be completed within 9 months.

Lesson Time: 15 hours every week. There will be no classes conducted during public holidays and school holidays.

Course Modules: The 9 modules are:-

1. DIBM 101 Business Law & Ethics, 2. DIBM 102 Business Statistics, 3. DIBM 106 Principles of Information Systems, 4. DIBM 107 Principles of Management, 5. DIBM 108 Principles of Marketing, 6. DISMM 101 Introduction to Social Media Marketing, 7. DISMM 102 Social Media Framework and Strategies, 8. DISMM 103 Social Media Tools Management, 9. DISMM 104 Strategic Social Media Planning
- Optional
10. DIBM 103 International Business, 11. DIBM 104 Organizational Behaviour & Culture

Course Intake: January, April, July and October of the year

Pre-requisites:

- Age : 16 years old & above
- Academic level: At least 10 years of formal education or equivalent or pass the placement test of SCI or One year and above relevant working experience
- Language Proficiency: English Language with IELTS 5.5 & above or GCE 'O' Level graded C6 or better or pass SCI language proficiency test or equivalent.

Mode of Assessment:

- Internal Assessment: This course is assessed by written Assignments 50% & written examinations 50%.

Course Completion & Certification:

- Local students (Singaporeans & PR) and students with Dependent Pass, attendance must not less than 75% and not absent for more than 7 days in a row.
- International students' (Student's Pass holders) attendance must not less than 90% and not absent for more than 7 days in a row.
- Upon completion of the 9 modules, those who fulfill the required attendance and pass all the assessments will be awarded a Diploma in Social Media Marketing by SCI.

Charges:

| Items | 9 months course (after 7% GST) | Remark |
|----------------------------------|--|-------------------------|
| Application Fee | \$535 (For those who need student's pass) | Non-refundable |
| | \$214 (For those who do not need student's pass) | |
| Course Fee | \$8239.00 | Subtotal : \$9694.20 |
| Material Fee | \$428.00 | |
| Examination Fee | \$577.80 | |
| FPS Admin Fee | \$321.00 | |
| Medical Insurance Fee | \$107.00 | |
| Certificate Producing Fee | \$21.40 | |
| Total | \$10229.20 (inclusive of GST, exclusive of International Students Service Fee) | |

International Students Service Fee of \$535 (including : arrangement of accommodation, airport pick-up, sending to hostel, sending to school for the first time, sending for medical checkup (students who are 15 years and above),

collection of Student Pass at ICA, opening of bank account, purchasing of transport card, familiarizing of Singapore's environment)

Fee Protection Scheme (FPS):

As required by the CPE, SCI has set up an "FPS Insurance Account" with "Etiqa Insurance Berhad" as assigned by CPE. For more information on the FPS, please log on to <http://www.cpe.gov.sg/for-students/fee-protection-scheme>

Information to be provided by the applicant:

1. One copy of the duly completed student enrollment application form
2. Photocopy of the student's passport (First page)
3. Two passport-sized photographs of the student (white background)
4. Parents' passport photocopy (first page) / parents' NRIC photocopy
5. The following notarized documents with English translation (To be prepared first. After the approval of student's pass, relevant information will have to be provided according to ICA's requirements)
 - Notarized copy of the student's Birth Certificate
 - Notarized copy of the student's highest educational certificates (students who are currently studying may request the school to produce a verification letter before the notarization)
 - Notarized copy of the student's transcripts (students who are currently studying may request the school to produce a verification letter before the notarization)
 - Notarized copy of the student's or his/her parents' bank account (saving period must be above 3 months, and above one hundred and fifty thousand RMB dollars inside the account)- only applicable to students holding China passport

19 years above students holding China Passport should provide the following documents:

1. Four notarized documents as mentioned to be authenticated by the Ministry of Foreign Affairs in China or any authorized Foreign Affairs Bureau of any provinces. (A non-refundable service charge of \$535 inclusive of 7% GST should the college be entrusted on this matter)
2. Verification of student's parents' annual income in both English and Chinese.
3. If the parents are self-employed, relevant business license should be provided.
4. Study plan stating the purpose of studying overseas in both English and Chinese.

Remark: China students who are 19 years & above applying for student pass might need to go to the China Embassy in Singapore for interview.

Applicants should know:

1. The application fee of \$535 or \$214 is non-refundable and non-transferable.
2. After paying for the application fee, the school will verify if the student fulfills the admission requirements. Next, the letter of offer will be issued and the students are required to pay for the outstanding fees.
3. ICA will request for an Issuance Fee of \$60 - \$90 upon the approval of student pass.
4. Students might be required by ICA to go for medical check-up, at a fee of \$40 - \$60.
5. Students who are 16 years and above, a Security Deposit of \$1000 - \$5000 will be required by ICA. For more information, please log on to www.ica.gov.sg. The Security Deposit can be furnished in the form of a Banker's Guarantee from any bank in Singapore, at a charge of \$224.70 - \$481.50.
6. Students have to sign the student contract and make full payment of all fees one month before the commencement of the course.
7. Local students (Singaporean & PR) and international students who do not need to apply for student's pass, and have already possessed own medical insurance, they have an option not to purchase the medical insurance from the school, but are required to submit the purchased insurance documents to the school.
8. Payment method: Cheque/Telegraphic Transfer (TT)/NETS/Cash. For every remittance, an extra \$30 must be added for bank commission.