

**DIPLOMA IN SOCIAL MEDIA MARKETING  
PART TIME COURSE**

**Objectives:** This course aims to equip students with the skills to apply scientifically-based techniques to work-related problems, business forecasting, quantitative and heuristic problem-solving, logistics, quality management, and to develop decision support, scheduling and control systems. This course is ideal for students who wish to learn more about logistic and operation management. Graduates of the Diploma in Logistic and Operation Management course can proceed to the Advanced Diploma in Logistic and Operation Management course.

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

**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

**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:** (exclusive of GST / before 7% GST).

Course Title	Course Duration (Month)	Course Fee (Singapore Dollar)	FPS Insurance Fee	Registration Fee (Singapore Dollar)
Diploma in Logistics and Operations Management	9	3300	100	100

All fees are before GST 7%

**Class Timetable:** 6 hours per week of optional modules are available. No classes are conducted during public holidays and school holidays.

Monday & Wednesday	1pm—4pm
Tuesday & Thursday	7pm—10pm
Saturday	9am—4pm