

ADVANCED DIPLOMA IN SOCIAL MEDIA MARKETING PART TIME COURSE

Objectives: This course aims to equip students with the advanced knowledge and skills to become expert in social media and thus capable of implementing the appropriate social media practice within their organization through the implementation of enterprise social media marketing strategies. Students can enhance their skills 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 an advanced social media plan tailored to specific organization needs and goals using social media platforms to reach to their target audience.

Course Duration: Part time course consists of 15 modules. All modules will be completed within 15 months.

Course Modules: The 15 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, 10. ADIBM 106 Operations Management, 11. ADISMM 101 Social Media Management, 12. ADISMM 102 Social Media Monitoring and Analytics, 13. ADISMM 103 Utilising and Integrating Social Media Channels, 14. ADISMM 104 Social Media Business Planning, 15. ADILOM 105 The Future of Social Media
- Optional
16. DIBM 103 International Business, 17. 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 15 modules, those who fulfill the required attendance and pass all the assessments will be awarded an Advanced 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)
Advanced Diploma in Social Media Marketing	15	6600	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