

## ADVANCED DIPLOMA IN MARKETING PART TIME COURSE

**Objectives:** This course is aimed at students who wish to further their career in marketing and the students who are already in employment and working in any area which requires knowledge of the wider business context. This course provide students with a sound knowledge of current trends and changes in marketing practice, illustrating their understanding through real experiences of marketing. In addition, this course also lets students gain knowledge of the internal and external business environment and to develop a range of enterprise skills. Students also will learn to understand and process digital information, the latest devices and gain confidence in this fast-changing area of marketing.

**Course Duration:** Part time course consists of 11 modules. All modules will be completed within 15 months.

**Course Modules:** The 11 modules are:-

1. DIBM 101 Business Law & Ethics, 2. DIBM 106 Principles of Information Systems, 3. DIBM 107 Principles of Management, 4. Pearson LCCI Level 3 Certificate in Modern Marketing Principles, 5. Pearson LCCI Level 3 Certificate in Business Principles and Enterprise, 6. Pearson LCCI Level 3 Certificate in Digital Marketing Analytics, 7. ADIBM 106 Operations Management, 8. ADISMM 101 Social Media Management, 9. ADISMM 102 Social Media Monitoring and Analytics, 10. ADISMM 103 Utilising and Integrating Social Media Channels, 11. Pearson LCCI Level 3 Certificate in Customer Experience and Communications

Optional

12. DIBM 103 International Business, 13. 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 11 modules, those who fulfill the required attendance and pass all the assessments will be awarded an Advanced Diploma in Marketing by SCI.

**Charges:**

Course Title	Course Duration (Month)	Course Fee	FPS Insurance Fee	Registration Fee	GST	Total
Advanced Diploma in Social Media Marketing	15	\$6600	\$100	\$100	\$476	<b>\$7276</b>

For students who wish to continue Advanced Diploma course after the completion of Diploma course with SCI, the total payment fee is balance course + FPS admin fee + GST. (*balance fee is referring to the advanced diploma fee minus diploma fee*)

**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