

ADVANCED DIPLOMA IN MARKETING

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 additional, 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: Full time course consists of 11 compulsory modules and 2 optional modules. All modules will be completed within 15 months.

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

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

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

Charges:

Items	15 months course
Application Fee	\$500.00 (For those who need student's pass)
GST	\$35.00
Total Application Fee*	\$535.00
Course Fee	\$10300.00
Material Fee	\$700.00
Examination Fee	\$900.00
FPS Admin Fee	\$300.00
Medical Insurance Fee	\$100.00
Certificate Producing Fee	\$20.00
GST	\$862.4
Sub Total	\$13182.40
Total	\$13717.40 (inclusive of GST, exclusive of International Students Service Fee)

**Application fee is not refundable, for student who do not need student's pass, the application fee is \$214*

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)

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

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

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.