

Diploma in Marketing (PART TIME COURSE)

Objectives: This course is aimed to 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 let 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, learn about the latest devices and gain confidence in this fast-changing area of marketing. Through case studies and engaging activities, students will learn how to create a marketing plan tailored to specific organization needs and to pursue a specialised digital marketing role in a work environment. Graduates of the Diploma in Marketing course can proceed to the Advanced Diploma in Marketing course.

Course Duration: Part time course consists of 6 compulsory modules and 2 optional modules. All modules will be completed within 9 months.

Course Modules: The 9 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 Digital Marketing & Analytics, 6. Pearson LCCI Level 3 Certificate in Customer Experience and Communications

Optional

6. DIBM 103 International Business, 7. 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 6 modules, those who fulfill the required attendance and pass all the assessments will be awarded a Diploma in Marketing by SCI.

Charges:

Course Title	Course Duration (Month)	Course Fee	FPS Insurance Fee	Registration Fee	GST	Total
Diploma in Marketing	12	\$4500	\$150	\$100	\$332.50	\$5082.50

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

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

CPE Registration Number : 201001911N

CPE Registration Validity : 23 July 2016 to 22 July 2020

Address (Jurong East Main Campus):

BLK 135 Jurong Gateway Road #03-327 Singapore 600135 *Tel:* 0065-68960880

Address (Bishan Campus):

BLK 512 Bishan Street 13 #03-526 Singapore 570512 *Tel:* 0065-63581068

Website: www.spring.edu.sg

Course Enquiries: courseinfo@spring.edu.sg