



DIPLOMA IN MARKETING (FULL-TIME)

COURSE BROCHURE

DIPLOMA IN MARKETING (FULL-TIME)

Objectives

To provide students with sound knowledge of current trends and changes in marketing practices by illustrating their understanding through real life experiences of marketing. This course allow students to gain knowledge of the internal and external business environment and to develop a range of enterprise skills. Students will also learn to understand and process digital information and the latest devices. Through case studies and engaging activities, students will learn how to create a marketing plan tailored to specific organisational needs and to pursue a specialised digital marketing role in the workforce. Graduates of this course can proceed to our Advanced Diploma in Marketing course for more in-depth knowledge.

Duration

- **9 months (Full time course)**

Lesson Time:

- 15 hours per week

Course Intake:

January, April, July and October of the year

There will be no lessons conducted during public holidays and school holidays.

Course Modules

There are 6 modules in total:

Compulsory Modules:

- DIBM 101 Business Law & Ethics
- DIBM 104 Organizational Behavior and Culture
- DIBM 105 Principles of Accounting
- DIBM 106 Principles of Information Systems
- DIBM 107 Principles of Management

- DIBM 108 Principles of Marketing
- DIM 101 Digital Marketing and Analytics
- DIM 102 Customer Experience and Communications

Optional Modules:

- DIBM 103 International Economics

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Pre-requisites

Age: 16 years old and above

Academic Level: At least 10 years of formal education or equivalent; or Pass in SCI's placement test; or have at least one year of relevant working experience.

Language Proficiency: English Language with IELTS 5.5 and above; or GCE O-Level grade C6 and better; or pass SCI's language proficiency test or equivalent.

Mode of Assessment

Internal Assessment: 50% of written assignments and 50% of written examinations

Course Completion

- Local students (Singaporean & PR) and students with Dependent Pass - at least **75%** attendance and not absent from class for more than **7 days in a row**.
- International students (Student's Pass holders) - at least **90%** attendance and not absent from class for more than **7 days in a row**.
- Upon completion of the 9 modules, those who fulfilled the required attendance and pass all assessments will be awarded with a **Diploma in Marketing** certificate by Spring College International.

Course Fee

ITEMS	CHARGES
Application Fee	\$500.00 (For those who need student's pass)
GST	\$45.00
Total Application Fee*	\$545.00*
Course Fee	\$7,500.00
Material Fee	\$400.00
Examination Fee	\$540.00
FPS Admin Fee	\$300.00
Medical Insurance Fee	\$100.00
Certificate Producing Fee	\$20.00
GST	\$797.40
Sub Total	\$9,657.40
Total	\$10,202.40 (inclusive of GST, exclusive of International Students Service Fee)

***Application fee is not refundable. For students who do not require student's pass, the application fee is \$218**

- **International Students Service Fee of \$545** includes the following: 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 old and above), collection of Student Pass at ICA, opening of bank account, purchasing of public transport card, familiarising Singapore's environment.

Fee Protection Scheme (FPS)

To comply with the requirements of CPE Singapore, SCI has implemented a "FPS Insurance Account" with "Etiqa Insurance Berhad" as assigned by CPE.

For more information on FPS, please visit:

[https://www.tpgateway.gov.sg/resources/information-for-private-education-institutions-\(peis\)/protection-of-course-fees](https://www.tpgateway.gov.sg/resources/information-for-private-education-institutions-(peis)/protection-of-course-fees)

Information to be provided by the applicant

1. One copy of the duly completed student enrolment application form
2. Photocopy of 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)

***Students holding China passport** are also required to submit a notarized copy of the student's or his/her parents' bank account (savings period must be longer than 3 months, and must have more than RMB150,000 in the account).

Applicants should know

1. The application fee of \$545 or \$218 is non-refundable and non-transferable.
2. After paying the application fee, the school will verify if the student fulfils the admission requirements before issuing a Letter of Offer. Students are then required to pay 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 have to sign the student contract and make full payment of all fees one month before the commencement of the course.
6. Payment methods: Cheque/Telegraphic Transfer(TT)/NETS/Cash. For every remittance, an extra \$30 must be added for bank commission.