



ADVANCED DIPLOMA IN MARKETING (PART-TIME)

COURSE BROCHURE



ADVANCED DIPLOMA IN MARKETING (PART-TIME)

Objectives

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 provides 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.

Duration

- **18 months (Part-time course)**, 6 hours per week

Lesson Time:

- Monday & Wednesday 1.00 p.m. - 4.00 p.m.
- Tuesday & Thursday 7.00 p.m. - 10.00 p.m.
- Saturday 9.00 a.m. - 4.00 p.m.

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

Course Modules

There are 11 modules in total:

Compulsory Modules:

- DIBM 101 Business Law & Ethics
- DIBM 106 Principles of Information Systems
- DIBM 107 Principles of Management
- Pearson LCCI Level 3 Certificate in Modern Marketing Principles
- Pearson LCCI Level 3 Digital Marketing & Analytics
- Pearson LCCI Level 3 Certificate in Customer Experience and Communications
- Pearson LCCI Level 3 Certificate in Digital Marketing Analytics

- ADIBM 106 Operations Management
- ADISMM 101 Social Media Management
- ADISMM 102 Social Media Monitoring and Analytics
- ADISMM 103 Utilising and Integrating Social Media Channels
- Pearson LCCI Level 3 Certificate in Customer Experience and Communications

Optional Modules:

- DIBM 103 International Business
- DIBM 104 Organizational Behaviour & Culture

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Pre-requisites

Age: 16 years old and above

Academic Level: Relevant SCI Diploma; or *other institution's Diploma qualification; or at least 12 years of formal education.

*Other institution's diploma will be based on a case by case basis to the academic level requirement.

Language Proficiency: English Language with IELTS 5.5 & above; or at least C6 in GCE O Level English; or passed the language proficiency test of SCI 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**.
- Upon completion of the 11 modules, those who fulfill the required attendance and pass all the assessments will be awarded a **Advanced Diploma in Marketing** certificate by Spring College International.

Course Fee

ITEMS	CHARGES
Course Fee	\$7,300.00
FPS Insurance Fee	\$200.00
Material Fee	N.A.
Registration Fee	\$200.00
GST	\$693.00
Total	\$8,393.00

- For students who wish to progress to 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 refers to the Advanced Diploma fee minus Diploma fee)**