



DIPLLOMA IN MARKETING (PART-TIME)

COURSE BROCHURE



DIPLOMA IN MARKETING (PART-TIME)

Objectives

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 this course can proceed to our Advanced Diploma in Marketing course.

Duration

- **12 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 9 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

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: 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**.
- 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
Course Fee	\$4,200.00
FPS Insurance Fee	\$200.00
Material Fee	N.A.
Registration Fee	\$200.00
GST	\$414.00
Total	\$5014.00