



# **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

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

**Lesson Time:** 15 hours per week

No lessons conducted during public holidays and school holidays.

**Course Intake:**

January, March, May, July, September, November of the year

### Course Modules

**There are 9 modules in total:**

**Compulsory Modules:**

- |                                               |                                         |
|-----------------------------------------------|-----------------------------------------|
| • DIBM 101 Business Law & Ethics              | • DIBM 107 Principles of Management     |
| • DIBM 103 International Business             | • DIBM 108 Principles of Marketing      |
| • DIBM 104 Organizational Behaviour & Culture | • DIM 101 Digital Marketing & Analytics |
| • DIBM 105 Principles of Accounting           | • DIM 102 Customer Experience &         |
| • DIBM 106 Principles of Information Systems  | Communications                          |

## DIPLOMA IN MARKETING (FULL-TIME)

### Pre-requisites

**Age:** 16 years old and above

**Academic Level:** Obtain at least C6 in any 5 'O'-Level subjects OR at least 10-year of formal education or IGCSE qualification OR education qualification from other international or private education of equivalent academic level.

**Language Proficiency:** IELTS 5.5 and above OR at least C6 in 'O'-Level English OR pass the Workplace Literacy Assessment OR pass the Cambridge Language Proficiency Assessment OR pass the language proficiency test of SCI. Minimum 1 year of relevant work experience.

### Mode of Assessment

**Internal Assessment:** 10% of class participation and 90% 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 6 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	\$350.00 (For those who need student pass)
GST	\$31.50
<b>Total Application Fee*</b>	<b>\$381.50*</b>
Course Fee	\$6,500.00
Material Fee	\$100.00
Examination Fee	\$250.00
FPS Insurance Fee	\$300.00
Medical Insurance Fee	\$100.00
GST	\$652.50
<b>Sub Total</b>	<b>\$7,902.50</b>
<b>Total</b>	<b>\$8,284.00</b> (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

- **Optional Add On:** 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 "Great Eastern General Insurance Limited" 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 documents with English translation (To be prepared first. After the approval of student pass, relevant information must be provided in accordance with ICA's requirements)
  - Copy of the student's birth certificate
  - 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)
  - 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 (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. Local students (Singaporeans and PRs), as well as international students who do not need a student pass and already have their own medical insurance, may choose not to purchase the school's medical insurance. However, they are required to submit their existing insurance documents to the school.
7. Payment methods: Cheque/Telegraphic Transfer(TT)/NETS/Cash. For every remittance, an extra \$30 must be added for bank commission.