



# DIPLOMA 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 7.00 p.m. - 10.00 p.m. OR
- Tuesday & Thursday 7.00 p.m. - 10.00 p.m. OR
- Saturday 9.00 a.m. - 4.00 p.m.

#### Course Intake:

January, March, April, June, July, September, October, November of the year

No lessons conducted during public holidays and school holidays.

### Course Modules

**There are 9 modules in total:**

#### Compulsory Modules:

- DIBM 101 Business Law & Ethics
- DIBM 103 International Business
- DIBM 104 Organizational Behaviour & 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 & Analytics
- DIM 102 Customer Experience & Communications

## DIPLOMA IN MARKETING (PART-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 placement test OR 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.
- Upon completion of the 6 modules, Students who fulfilled the required attendance, attain at least a marginal pass in each module, earn full module credits, and maintain a minimum cumulative GPA of 2.00 will be awarded the **Diploma in Marketing** certificate by Spring College International.

Course Fee	
ITEMS	CHARGES
Course Fee	\$4,500.00
FPS Insurance Fee	\$200.00
Material Fee	\$100.00
Registration Fee	\$200.00
GST	\$450.00
<b>Total</b>	<b>\$5,450.00</b>