



ADVANCED DIPLOMA IN MARKETING (FULL-TIME)

COURSE BROCHURE

ADVANCED DIPLOMA IN MARKETING (FULL-TIME)

Objectives

To empower students for a progression to a higher career in marketing and provide students with advanced 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 deeper 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 and the latest devices. Graduates of this course are equipped with the pre-requisites needed for the perusal of a formal undergraduate Degree education in Marketing.

Duration

- **15 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 115 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 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 **Advanced Diploma in Marketing** certificate by Spring College International.

Course Fee

ITEMS	CHARGES
Application Fee	\$500.00 (For those who need student's pass)
GST	\$40.00
Total Application Fee*	\$540.00*
Course Fee	\$9,500.00
Material Fee	\$400.00
Examination Fee	\$540.00
FPS Admin Fee	\$300.00
Medical Insurance Fee	\$100.00
Certificate Producing Fee	\$20.00
GST	\$868.80
Sub Total	\$11,728.80
Total	\$12,268.80 (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 \$216**

- **International Students Service Fee of \$540** 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.
- 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)**

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 \$540 or \$216 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 (Singaporean & PR) and international students who do not need to apply for a student's pass, and have already possessed own medical insurance, they have an option not to purchase medical insurance from the school, but are required to submit the purchased 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.