

ADVANCED DIPLOMA IN MARKETING PART TIME COURSE

Objectives: This course is aimed at students who wish 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.

Course Duration: Part time course consists of 10 modules. All modules will be completed within 12 months.

Course Modules: The 10 modules are:-

1.ADIBM 101 Business Research Methodology 2. ADIBM 105 Management Information System , 3.ADIBM 106 Operations management 4. ADISMM 101 Social Media Management, 5. ADISMM 102 Social Media Monitoring and Analytics, 6. ADISMM 103 Utilising and Integrating Social Media Channels, 7.ADIM 101 Business Principles and Enterprise 8.ADIM 102 Modern Marketing Principles

Optional

9. DIBM 103 International Business, 10. DIBM 104 Organizational Behaviour & Culture

Pre-requisites:

- Age : 16 years old & above
- Academic level: Relevant SCI Diploma or others PEIs Diploma or at least 12 years of formal education
*other PEI 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 GCE 'O' Level graded C6 or better or pass SCI language proficiency test or equivalent.

Mode of Assessment:

- Internal Assessment: This course is assessed by written Assignments 50% & written examinations 50%.

Course Completion & Certification:

- Local students (Singaporeans & PR) and students with Dependent Pass, attendance must not less than 75% and not be absent for more than 7 days in a row.
- International students' (Student's Pass holders) attendance must not be less than 90% and not be absent for more than 7 days in a row.
- Upon completion of the 8 modules, those who fulfill the required attendance and pass all the assessments will be awarded an Advanced Diploma in Marketing by SCI.

Charges:

Course Title	Course Duration (Month)	Course Fee	FPS Insurance Fee	Registration Fee	GST	Total
Advanced Diploma in Marketing	18	\$7300	\$200	\$200	\$616	\$8316

For students who wish to continue the Advanced Diploma course after the completion of their Diploma course with SCI, the total payment fee is balance course + FPS admin fee + GST. *(balance fee is referring to the advanced diploma fee minus diploma fee)*

Class Timetable: 6 hours per week of optional modules are available. No classes are conducted during public holidays and school holidays.

Monday & Wednesday	1pm—4pm
Tuesday & Thursday	7pm—10pm
Saturday	9am—4pm

SPRING COLLEGE INTERNATIONAL

CPE Registration Number : 201001911N

CPE Registration Validity : 23 July 2020 to 22 July 2024

Address (Jurong East Main Campus):

BLK 135 Jurong Gateway Road #03-327 Singapore 600135

Tel: 0065-68960880

Address (Bishan Campus):

BLK 512 Bishan Street 13 #03-526 Singapore 570512

Tel: 0065-63581068