



# 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

- **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 8 modules in total:**

**Compulsory Modules:**

- ADIBM 101 Business Research Methodology
- ADIBM 105 Management in Information System
- ADIBM 106 Operations Management
- ADIM 101 Business Principles and Enterprise
- ADIM 102 Modern Marketing Principles
- ADISMM 101 Social Media Management
- ADISMM 102 Social Media Monitoring & Analytics
- ADISMM 103 Utilising & Integrating Social Media Channels

## ADVANCED DIPLOMA IN MARKETING (FULL-TIME)

### Pre-requisites

**Age:** 16 years old and above

**Academic Level:** Relevant SCI Diploma OR at least 12 years of formal education OR other academic qualification that is equivalent to the above.

\*Other institution's diploma will be based on a case by case basis to the academic level requirement.

**Language Proficiency:** IELTS 5.5 and above; OR at least C6 in 'O'-Level English; OR passed the language proficiency test of SCI.

### 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 8 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	\$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 \$218 or \$381.50 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.