



ADVANCED DIPLOMA IN MARKETING (PART-TIME)

COURSE BROCHURE



ADVANCED DIPLOMA IN MARKETING (PART-TIME)

Objectives

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.

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 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

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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 placement test

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 8 modules, those who fulfill the required attendance and pass all the assessments will be awarded a **Advanced 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
Total	\$5,450.00