

# DIGITAL TRANSFORMATION

## Digital Skills

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### Digital Skills

	Course Duration (hrs)	Fee (S\$) Excl GST	Nett Fee (S\$) Incl GST	Nett Fee (S\$) after Training Grant*			
				SMEs	Non-SMEs/ Self-Sponsored	MCES	
<ul style="list-style-type: none"> <li>Assess Emerging Technology Trends for Workplace Application (Blended Learning) TGS-2020503370-1 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 21 - 22   Aug 18 - 19   Dec 8 - 9</li> </ul>	Classroom-based learning <sup>^</sup>	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> <li>Digital Marketing - The Ultimate Guide TGS-2021003210 Funding Validity Period: 17 Mar 2021 - 16 Mar 2023 Feb 15 - 16   Jun 14 - 15   Aug 16 - 17   Oct 11 - 12</li> </ul>	Classroom-based learning	17	\$ 500.00	\$ 535.00	\$ 185.00	\$ 285.00	\$ 185.00
<ul style="list-style-type: none"> <li>E-commerce and E-commerce Campaigns Implementing, Monitoring, and Collaborating with Partners (ECom-IMAP) TGS-2021003549 Funding Validity Period: 25 Mar 2021 - 24 Mar 2023 Feb 23 - 24   Jun 7 - 8   Oct 18 - 19</li> </ul>	Classroom-based learning	18	\$ 500.00	\$ 535.00	\$ 185.00	\$ 285.00	\$ 185.00
<ul style="list-style-type: none"> <li>Facebook Marketing Essential TGS-2020504021 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Jun 4 &amp; 11   Jun 14 - 15   Jun 29 - 30   Jul 14 - 15   Jul 23 &amp; 30   Jul 25 - 26   Aug 6 &amp; 13   Aug 16 - 17   Aug 30 - 31   Sep 3 &amp; 10   Sep 12 - 13   Sep 29 - 30   Oct 10 - 11   Oct 15 &amp; 22   Oct 20 - 21   Nov 7 - 8   Nov 12 &amp; 19   Nov 17 - 18   Dec 3 &amp; 10   Dec 6 - 7   Dec 28 - 29</li> </ul>	Classroom-based learning	16	\$ 650.00	\$ 695.50	\$ 240.50	\$ 370.50	\$ 240.50
<ul style="list-style-type: none"> <li>Optimise New Technologies for Workplace Innovation (Blended Learning) TGS-2020503369-1 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 28 - 29   Aug 25 - 26   Dec 15 - 16</li> </ul>	Classroom-based learning <sup>^</sup>	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> <li>Search Engine Optimisation (SEO) and SEO Campaigns Management and Monitoring (SEOCaMM) (Level 4) TGS-2021003564 Funding Validity Period: 26 Mar 2021 - 25 Mar 2023 Mar 15 - 17   Jul 19 - 21   Nov 15 - 17</li> </ul>	Classroom-based learning	24	\$ 800.00	\$ 856.00	\$ 296.00	\$ 456.00	\$ 296.00

\* Classroom-based training will be conducted through virtual classroom until further notice. Terms and conditions apply.

<sup>^</sup> Nett fee is inclusive of GST and subject to terms and conditions.

● SkillsFuture Credit can be used on top of existing government course subsidies to pay for a wide range of approved skills-related courses. All Singaporeans aged 25 and above will receive an opening credit of S\$500. They will also receive a one-off SkillsFuture Credit top-up of \$500 that will expire by 31 Dec 2025.

# Digital Transformation

**Service Quality Centre Pte Ltd** UEN: 199003051G | PEI Validity Period: 26 March 2022 to 25 March 2024

**80 Jurong East Street 21 #05-01 Devan Nair Institute for Employment and Employability Singapore 609607**

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A Subsidiary of  **MDIS**

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## Digital Skills

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## Classroom-based learning

TGS-2020503370-1 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

## Assess Emerging Technology Trends for Workplace Application – Blended (16 hrs)

This course empowers participants, especially middle managers in the tourism industry, to be ready for an influx of digital natives into the market. As such, a greater understanding of the world of technology is crucial. Part of this understanding involves scanning for emerging technology trends. The knowledge gained will enable organisations to leverage on the use of best relevant technologies to better meet the needs of travel consumers.

### Key Benefits

- Scan for emerging technologies that are in alignment with the strategic direction of the organisation
- Evaluate the organisation's operational readiness as well as the feasibility of adopting emerging technologies
- Determine suitability of recommended emerging technologies for the organisation
- Select emerging technologies that meet organisational needs
- Facilitate an implementation plan to adopt the emerging technology

### Course Contents

- Building a case for technological adoption
- Proposal of technological solutions
- Adoption of emerging technologies

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), project work, group discussions, case studies, critical reflections, online learning via Udemy, and chatbot.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

## Classroom-based learning

TGS-2021003210 - Funding Validity Period: 17 Mar 2021 - 16 Mar 2023

## Digital Marketing – The Ultimate Guide (17 hrs)

This course covers the knowledge and creation of a Digital Marketing Strategy. It gives you a holistic view of how to manage your marketing campaign, and effectively use digital marketing to boost your traffic to your site and turn leads into actual numbers. You will understand how to read analytics to better manage your campaigns. You will work on a LEAN Canvas to draft out your campaign.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Design an organisation's overall marketing strategy and develop omnichannel marketing plans
- Create a comprehensive digital marketing strategy
- Understand problem statements and solutions using LEAN Canvas
- Manage various forms of digital marketing and evaluate effectiveness of marketing campaigns
- Analyse and interpret different forms of analytics
- Able to set up Google Ads

### Course Contents

- Assessing the available digital marketing channels
  - Analyse traffic flow and conversion rates of digital marketing channels for trends
  - Perform keyword discovery, expansion and optimisation for SEO
  - Understand integrated marketing
- Better understand and manage the various platforms that can be used to manage the marketing plans
  - Mobile marketing techniques
  - Content creation guidelines across digital marketing channels
- Monitoring and refining the social media campaigns
  - Collate information for the creation of content for posting on social networks aligned with content strategies and plans outlined

### Learning Methodology

- The course will be conducted in classroom face-to-face setting. Participants will work on a LEAN Canvas from start till end as the over arching learning activity. Participants will use digital resources and undergo activity-based learning through class and group discussions, individual work, hands-on practices, quizzes, videos. Participants will create and manage their own social media accounts for this session.

### Who Should Attend

- This course is suitable for participants who are responsible for (most or all of the following):
  - Driving the growth of the marketing by enhancing the customer experience, managing social media and digital marketing
  - Managing customer experiences and relationships
  - Anyone who wants to play a more active role in growing a business by the effective use of digital marketing

### Course Details

- Duration: 2 days (17 hrs)
- Time: 9:00am to 6:30pm

## Classroom-based learning

TGS-2021003549 - Funding Validity Period: 25 Mar 2021 - 24 Mar 2023

## E-commerce and E-commerce Campaigns Implementing, Monitoring, and Collaborating with Partners (ECom-IMAP) (18 hrs)

This course covers the knowledge and application of e-commerce and e-commerce campaign concepts to execute e-commerce/campaigns in alignment to strategies, ensure smooth operations of e-commerce/campaign activities, conduct data analytics to monitor performance, monitor feedback via online and social media platforms for customers' satisfaction, and refine online mechanics and activities, mobile, online, and social media platforms to enhance the e-commerce customer experience.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Review pre-testing outcomes to ensure smooth operation of e-commerce/campaign activities (e.g. using Google Optimize)
- Execute e-commerce/campaigns in alignment to e-commerce strategies (e.g. using Wix/Shopify)
- Conduct data analytics to monitor e-commerce/campaign performance, online mechanics, and activities (e.g. using Google Analytics)
- Monitor feedback via online and social media platforms for customers' satisfaction in relation to e-commerce/campaign (e.g. using Hootsuite)
- Refine online mechanics and activities, mobile, online, and social media platform in relation to e-commerce/campaign

### Course Contents

- Smooth operation of e-commerce/campaign activities
  - Define and focus on objectives on e-commerce/campaign
  - Communicate objectives of e-commerce/campaign
- Aligning to e-commerce strategies
  - Execute e-commerce/campaign
  - Manage e-commerce/campaign
- Monitoring and refining e-commerce/campaigns
  - Evaluate e-commerce/campaign
  - Monitor customers' satisfaction
  - React and pro-act to enhance e-commerce customer experience

### Learning Methodology

- The course will be conducted in classroom face-to-face setting. Participants will use digital resources and undergo activity-based learning through class and group discussions, individual work, hands-on practices, quizzes, videos.

### Who Should Attend

- This course is suitable for participants who are responsible for (most or all of the following):
  - Contributing to the growth of the e-commerce business/unit – enhancing customer experience; executing customer order fulfilment; maintaining the technology and infrastructure
  - Performing data analysis to generate data-driven commercial insights, and managing relationships with partners
  - Supporting the development and execution of offline, online, and social marketing plans
  - Assisting in evaluating the effectiveness of marketing communication plans and make adjustments that are needed to these plans

### Course Details

- Duration: 2 days (18 hrs)
- Time: 8:30am to 6:30pm

## Classroom-based learning

TGS-2020504021 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

## Facebook Marketing Essential (16 hrs)

This course equips participants with practical Facebook marketing methodology and strategies, and it covers the fundamentals of Facebook marketing, from creating pages, creating ads, campaign management, conversion tracking to remarketing

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Develop a Facebook marketing strategy
- Create a Facebook page and understand insights reports
- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting
- Set up a Facebook pixel to measure and optimise advertising campaigns
- Create custom and lookalike audiences for more efficient ad targeting
- Optimising Facebook Ads

### Course Contents

- Basic of Facebook Ads
  - Develop a Facebook marketing strategy
- Facebook audiences and audience targeting
  - Create custom and lookalike audiences for more efficient ad targeting
- Creating and optimising Facebook Page
  - Create a Facebook page
- Creating Facebook Ads
  - Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting
- Facebook Pixel for retargeting
  - Set up a Facebook pixel to measure and optimise advertising campaigns
- Scale with lookalike audiences
  - Create lookalike audiences for more efficient ad targeting
- Audience insights
  - Understand insights reports
- Optimising your ads
  - Optimising Facebook Ads

### Learning Methodology

- The course will be conducted through interactive training methods.

### Who Should Attend

- Professionals in sales, marketing and media, and business development
- Professionals in Supervisory and Managerial roles
- Entrepreneurs and solopreneurs
- Those who are new to Facebook marketing and keen on learning how to launch a successful Facebook campaign
- Consultants and educators

### Prerequisites

Participants are assumed to:

- Be able to operate a personal desktop computer
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications ("ES WSQ") Workplace Literacy ("WPL") level 5
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5
- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy ("WPN") level 5
- Have an existing Facebook account

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

*(A course in partnership with Eagle Infotech)*

## Classroom-based learning

TGS-2020503369-1 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

## Optimise New Technologies for Workplace Innovation – Blended (16 hrs)

The key focus of this training will be to propel participants, especially middle managers in the tourism industry, in the tourism industry to drive the implementation of technological plans so that organisations can be ready for the influx of digital consumers into the market. In order to do so, middle managers would have to be able to analyse the practicality, feasibility and risks of adopting emerging technologies. Through this course, middle managers will be empowered to select, design, assess, and develop optimisation plans and pave the way for the successful adoption of emerging technologies.

### Key Benefits

- Select the most suitable tool for the organisation's operating environment
- Design and plan for adoption of new technologies
- Assess the implications of the adoption of new technologies and be ready with control measures to mitigate risks
- Develop optimisation plans to improve the application of technologies in business operations

### Course Contents

- Design technological adoption plan
- Validate technological adoption plan
- Implementation plan
- Performance evaluation

### Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), group discussions, case studies, critical reflections, project work, online learning via Udemy.

### Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

### Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm



## Classroom-based learning

TGS-2021003564 - Funding Validity Period: 26 Mar 2021 - 25 Mar 2023

## Search Engine Optimisation (SEO) and SEO Campaigns Management and Monitoring (SEOCaMM) (24 hrs)

This course covers the knowledge and application of search engine optimisation techniques and concepts to align with organisation's SEO objectives to optimise content, uncover new opportunities, and provide SEO recommendations; manage and evaluate search performance across channels to improve search rankings on Google search engine; utilize web analytics to monitor, report, and provide inputs on SEO strategies; as well as partner with editorial and marketing teams to optimise content creation.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

### Key Benefits

- Manage and recommend SEO activities in alignment with organisation's SEO strategies and objectives (SEO vs. SEM; keyword research – on-page SEO) (e.g. using Ubersuggest; AnswerThePublic)
- Manage search results and evaluate search performance as part of evaluating and interpreting organisation's internet marketing strategies (keyword analysis – on-page SEO – off-page SEO – SEO analytics) (e.g. using Ahrefs; Google Analytics)
- Partner with editorial and marketing teams to optimise content creation (on-page SEO – off-page SEO)

### Course Contents

- Aligning to SEO strategies and objectives
  - Focus, align, optimise existing content and uncover new opportunities
  - Provide SEO recommendations
- Managing and evaluating search results/performance and internet marketing strategies
  - Manage search results and evaluate search performance
  - Monitor web analytics dashboards and reports
  - Evaluate and interpret internet marketing strategies
- Optimising content creation

### Learning Methodology

- The course will be conducted in classroom face-to-face setting. Participants will use digital resources, and undergo activity-based learning through class and group discussions, individual work, hands-on practices, quizzes, videos.

### Who Should Attend

- This course is suitable for participants who are responsible for (most or all of the following):
  - Driving the growth of the e-commerce business by enhancing the customer experience, managing customer order fulfilment, technology and infrastructure plans
  - Generating data-driven commercial insights, and managing relationships with partners
  - Contributing to the realisation of the organisation's business strategies by driving its marketing and public relations programmes
  - Directing the organisation's communication plans, generating data-driven commercial insights, and monitoring budgets

### Course Details

- Duration: 3 days (24 hrs)
- Time: 9:00am to 6:00pm