

SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING AND ONLINE CONTENT CREATION

THIS COURSE IS ALSO AVAILABLE UNDER
SKILLSFUTURE CAREER TRANSITION PROGRAMME (SCTP)



**SINGAPORE
MEDIA ACADEMY**



ABOUT SINGAPORE MEDIA ACADEMY

Singapore Media Academy (SMA) is a wholly-owned subsidiary of Mediacorp, offering training, education, and consultancy services to address the needs of the local and regional media industries.

Incorporated since November 2005, SMA consolidates over 50 years of broadcast and media expertise to provide a wide range of accredited, conservatory-style and market-relevant programmes that are taught by top practising professionals using comprehensive facilities in Mediacorp's broadcast centre.

In 2008, SMA was appointed by SkillsFuture Singapore (previously known as Workforce Development Agency) as the sole Continuing Education and Training Centre for the Singapore Media Industry and plays a central role in training and up-skilling media practitioners. SMA currently provides enrichment, education, and performance arts training to kids, youths, and hobbyists to nurture their creative and artistic potentials; training in film, broadcast, media and digital for adult professionals; and media training solutions and consultancy services to corporations and organisations.

SMA is awarded 4-year EduTrust Certification by the Committee for Private Education. EduTrust is a quality assurance scheme that recognises private education institutions for consistently maintaining high educational standards and services.

Mediacorp is Singapore's largest content creator and national media network, operating a suite of TV channels, radio stations, and multiple digital platforms. Its mission is to engage, entertain, and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

Mediacorp is the recipient of industry accolades, including New York Festivals, World Media Festivals, PromaxBDA (World and Asia), and Asian Academy Creative Awards.

For more information, please visit MediaAcademy.sg



ABOUT

SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING AND ONLINE CONTENT CREATION

(SCTP) SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING AND ONLINE CONTENT CREATION

Developed and delivered by practicing industry professionals, this Specialist Diploma is specially designed to provide marketers with the essential skills in content creation and marketing strategy for online and social media campaigns.

This programme focuses mainly on content making, covering script structure, production and post-production for online marketing purposes. Backed by decades of experience in broadcast television, this Specialist Diploma will also impart the important fundamentals to make compelling online content.

OUTLINE

This Specialist Diploma consists of seven modules of study.

MODULE 1 DEVELOP AND MANAGE STRATEGIC PLAN FOR A DIGITAL MEDIA PRODUCT

This module describes the intricate process of developing an interactive digital media product with a strategic outlook.

MODULE 2 WRITE AND EDIT COPY FOR INTERACTIVE MEDIA PROJECTS

This module offers participants the knowledge to identify the unique aspects of the communication medium or platform to be deployed to write and edit copy accordingly.

MODULE 3 MAKING ONLINE CONTENT

This module covers the basics in story structure, what makes a compelling story and how it can and has been applied to different mediums like film, television and stage plays and online social media platforms. Following this will be the A-to-Z of making good and compelling content and/or short videos from concept, pre-production and production to post-production using entry level equipment and software like mobile phones and complimentary editing software.

MODULE 4 PROMOTE PRODUCTS AND SERVICES ON SOCIAL MEDIA

This module offers participants knowledge in social media fundamentals, where they will learn how to leverage social media to meet business objectives. Apart from gaining a comprehensive overview of social media, the unit also teaches participants ways of crafting a viable and effective social media strategy plan.

MODULE 5 SOCIAL MEDIA – MONITORING, METRICS AND ANALYTICS

This module delves into the harvesting of important data from social media platforms, strategies, and campaigns. It also arms participants with a pragmatic approach to defining performance measurement and management strategies for a digital media product. Besides tracking, analysis, and measurement techniques, it also teaches participants the techniques to listen in on conversations online, obtain and understand brand sentiment while boosting visibility and accessibility to the correct set of audience and customers.

MODULE 6 SOCIAL MEDIA – PUBLIC RELATIONS, ETHICS AND CRISIS MANAGEMENT

This module offers participants knowledge in the fundamentals of public relations on social media. While social media has given customers the freedom to express and converse, it has allowed companies and organisations to directly engage their audiences and customers. It has also increased the risk of various types of social media crises. Social Media has also changed some fundamental ways marketing and public relations should be conducted, how customers can and should be engaged, managed, and nurtured. Besides teaching the new paradigm of marketing and public relations, this module also covers ethics issues in social media and ways to manage the crisis on social media.

MODULE 7 MANAGE IP AT A STRATEGIC LEVEL

This module teaches participants how to manage intellectual property (IP) at a strategic level. It covers education on the basic definitions of IP-related terms and identifies key IP assets that align with business strategies. The module also includes understanding appropriate legal measures to protect IP where applicable and appropriate, incorporating IP into business strategies, and defining internal policies and processes to manage IP.

Interested applicants can sign up for the individual modules in this Specialist Diploma.

COURSE FEES

Specialist Diploma in Social Media Marketing and Online Content Creation

SkillsFuture Funding (Baseline) for **Singapore Citizens, Permanent Residents and Long-Term Visit Pass Plus (LTVP+) Holders**

Full Course Fee	S\$18,500.00
SkillsFuture Funding (Baseline)	(S\$12,950.00)
Nett Course Fee	S\$5,550.00
9% GST	S\$499.50
Nett Course Fee, including GST	S\$6,049.50

SkillsFuture Mid-Career Enhanced Subsidy for **Singapore Citizens aged 40 years old and Above**

Full Course Fee	S\$18,500.00
SkillsFuture Mid-Career Enhanced Subsidy	(S\$16,650.00)
Nett Course Fee	S\$1,850.00
9% GST ¹	S\$499.50
Nett Course Fee, including GST	S\$2,349.50

SkillsFuture Enhanced Training Support for SMEs for **SME-sponsored employees (Singapore Citizens and Permanent Residents)**

Full Course Fee	S\$18,500.00
SkillsFuture Enhanced Training Support for SMEs	(S\$16,650.00)
Nett Course Fee	S\$1,850.00
9% GST ¹	S\$499.50
Nett Course Fee, including GST	S\$2,349.50

¹As per SSG Policy, GST payable is calculated based on prevailing GST rate after the baseline funding subsidy of 70%.

COURSE FEES

(SCTP) Specialist Diploma in Social Media Marketing and Online Content Creation

SkillsFuture Funding (Baseline) for Singapore Citizens

Full Course Fee	S\$18,500.00
SkillsFuture Funding (Baseline)	(S\$12,950.00)
Nett Course Fee	S\$5,550.00
9% GST	S\$499.50
Nett Course Fee, including GST	S\$6,049.50

SkillsFuture Mid-Career Enhanced Subsidy for Singapore Citizens aged 40 years old and Above

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SkillsFuture Mid-Career Enhanced Subsidy	(S\$16,650.00)
Nett Course Fee	S\$1,850.00
9% GST ¹	S\$499.50
Nett Course Fee, including GST	S\$2,349.50

SkillsFuture Additional Funding Support for Singapore Citizens who meet one of following eligibility criteria:

- Long-term unemployed individuals (unemployed for six months or more); or
- Individuals in need of financial assistance – ComCare, Short-to-Medium Term Assistance (SMTA) recipients or Workfare Income Supplement (WIS) recipients; or
- Persons with Disabilities

Full Course Fee	S\$18,500.00
SkillsFuture Additional Funding Support	(S\$17,575.00)
Nett Course Fee	S\$925.00
9% GST ¹	S\$499.50
Nett Course Fee, including GST	S\$1,424.50

¹As per SSG Policy, GST payable is calculated based on prevailing GST rate after the baseline funding subsidy of 70%.

MINIMUM ENTRY REQUIREMENTS

- ▾ Minimum Age: 18
- ▾ Academic Requirement: Obtain Pass Grade in GCE O-Level subjects including at least B4 for English (or IELTS overall band score 6.5 and above or equivalent) and 2 other subjects or equivalent
- ▾ Applicants who do not meet the minimum requirements may still apply and will be considered based on:
 - At least 1 year working experience in any industry; and/or
 - Oral interview or evaluation test by Singapore Media Academy to determine suitability for the course determine suitability for the course
- ▾ Applicants may be called for interview at the discretion of Singapore Media Academy.

CONTENT

Specialist Diploma in Social Media Marketing and Online Content Creation consists of seven modules of study.

The modules are taught by Media Professionals, to find out more about trainers visit Diploma.MediaAcademy.sg.

ASSESSMENT METHOD

- ▾ Participants will be assessed based on their assignments, class participation and class attendance.
- ▾ Assessments may include role plays, quizzes, assignments, projects, and written examinations.
- ▾ Participants need to achieve at least 75% attendance for each module before they are allowed to sit for the assessment.

CERTIFICATION

Completion of all the required modules will qualify candidates for the Specialist Diploma in Social Media Marketing and Online Content Creation.

Participants will also receive a Certificate of Completion issued by Singapore Media Academy for each module completed.

COURSE SCHEDULE

Please refer to Diploma.MediaAcademy.sg.

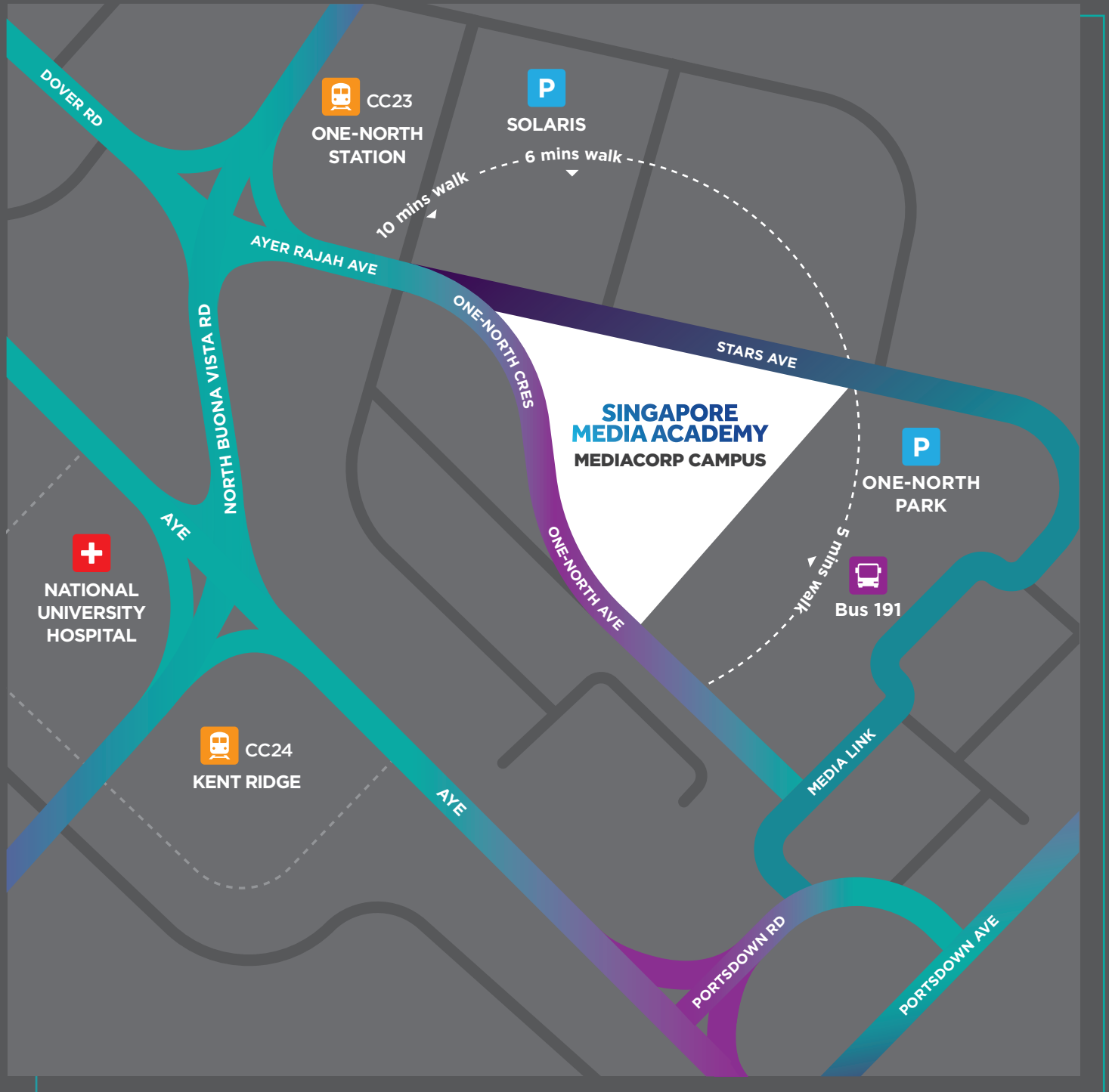
OTHER INFORMATION

For details on the Private Education Act (PEI-Student Contract, Cooling-Off Period, Fee Protection Scheme, Medical Insurance), terms and conditions and other information, please visit Diploma.MediaAcademy.sg.

HOW TO APPLY

Email Marketing@MediaAcademy.sg or call **+65 6333 3888** to register.

LOCATION MAP



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Diploma.MediaAcademy.sg

www.facebook.com/SingaporeMediaAcademy



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All information contained in this brochure is correct at time of print (January 2024), and may be subject to change. Singapore Media Academy reserves the right to change, amend or alter the information without prior notice.