

WORK-STUDY DIPLOMA IN MEDIA COMMUNICATION & DIGITAL MARKETING

MODULE OBJECTIVES

Module 1: Brand and Content Marketing

On completion of the module, trainees should be able to understand and apply the knowledge of brand and content marketing to develop the content ideas.

Module 2: Social Media Campaign Advertisement

On completion of the module, trainees should be able to understand and apply the knowledge of social media marketing to develop social media assets for advertising.

Module 3: Email Marketing Content

On completion of the module, trainees should be able develop content for the purpose of email marketing.

Module 4: Video Advertisement

On completion of the module, trainees should be able to develop video content to the requirements for digital marketing purpose.

Module 5: Immersive Media

On completion of the module, trainees should be able to create animated sequences to meet the immersive media requirement for digital marketing purpose.

Module 6: User Interface

On completion of the module, trainees should be able to apply the knowledge of user interface to create a functional prototype.

Module 7: Digital Content Management

On completion of the module, trainees should be able to manage an online presence to users in real time across a myriad of digital channels and devices.

Module 8: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 9: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function where appropriate, at the company.

OJT LIST OF COMPETENCIES

Course Title: Media Communication & Digital Marketing

Level: Work-Study
Diploma

S/n	List of Competencies (Standard)	Company to indicate '✓' it is able to provide
1	Gather brand requirements	
2	Generate brand and content marketing ideas	
3	Test content concepts and ideas	
4	Gather customer requirements on campaign	
5	Develop work schedule	
6	Create campaign advertisement assets	
7	Create concept for email marketing content	
8	Produce email marketing content	
9	Create final content	
10	Create storyboard for video production	
11	Develop video marketing media content	
12	Edit final video content	
13	Create style frame and storyboard	
14	Produce animated content	
15	Edit composited animation sequences	
16	Gather customer requirements on user interface	
17	Develop user interface design	
18	Create a functional prototype	
19	Distribute digital contents	
20	Prepare performance reports	
