

SKILLSFUTURE SERIES FOR URBAN SOLUTIONS

CoC In Creating Digital Retail Touchpoints (Gamification)

Course Objective

The course aims to equip the participants with the knowledge and basic skills to identify, set up and evaluate emerging digital marketing tools to strengthen or reinvent their traditional retail marketing methods. Participants can apply the skills when planning and implementing digital marketing activities for their organisation/brand.

Course Content

- Describe significant changes in the retail landscape and shoppers' expectations.
- Describe the Millennial shopping experience and strategies needed to capture sales.
- Perform basic steps to set up digitalization touchpoints such as Gamification, Image Recognition and Augmented Reality for Shopper Engagement and Call-to-Action.
- Produce a Retail Digitalization roadmap to reinvent traditional retail strategies to attract new sales.

Level of Proficiency

Basic

Entry Requirement / Course Advisory

This is an introductory course for learners who are new to the subject. No prior knowledge is required.

Participants should preferably have language proficiency at Workplace Literacy & Numeracy (WPLN) Level 5 in Speaking and Listening, and Level 4 in Reading and Numeracy.

Certification Awarded

Certificate of Competency

[Return to Course List – Digital Media](#)

Course Details

Duration (Hours):

7

Training Venue:

ITE College Central
2 Ang Mo Kio Drive Singapore 567720

Course Fees (inclusive of GST)

Full Fee

- \$ 235.40

NETT Fee

(after 70% course fee subsidy)

- \$ 70.62

- For Singapore Citizen & Permanent Resident

Mid-Career Enhanced Subsidy scheme (after 90% course fee subsidy)

- \$ 26.62

- For Singapore Citizen aged 40 & above

Workfare Training Support scheme (after 95% course fee subsidy)

- \$ 15.62

- For Singapore Citizen aged 35 & above, earning \$2000 or less per month