

SKILLSFUTURE SERIES FOR ENTRENEURSHIP

CoC in Entrepreneurship 101 (Marketing Campaign with Augmented Reality)

Course Objectives

Participants will be able to develop a marketing campaign using Augmented Reality upon completion of the course.

Course Content

Participants will acquire the following knowledge and skills:

- Introduction to marketing campaigns on interactive platforms
- Integrate Augmented Reality into marketing collateral
- Mini Project to develop a marketing campaign using Augmented Reality

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.

However, participants need to bring along their personal mobile devices.

Certification Awarded

Certificate of Competency

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Course Details

Duration (Hours):

7

Training Venue:

ITE College East
10 Simei Ave Singapore 486047

Course Fees (inclusive of GST)

Full Fee

- \$203.30

NETT Fee

(after 70% course fee subsidy)

- \$60.99

- For Singapore Citizen & Permanent Resident

Mid-Career Enhanced Subsidy scheme

(after 90% course fee subsidy)

- \$22.99

- For Singapore Citizen aged 40 & above

Workfare Training Support scheme

(after 95% course fee subsidy)

- \$13.49

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