

## SKILLSFUTURE SERIES FOR ENTREPRENEURSHIP

### CoC in Social Media Marketing Strategies For Startups

#### Course Objective

The course will equip participants with the knowledge and skills to make use of various social media platforms to effectively market their services and business.

#### Course Content

- Identify the different digital platforms (e.g. Facebook, Twitter, Instagram).
- Describe consumer behaviour on different digital platforms
- Describe different types of resource platforms
- Explain the need for use of different types of resource platforms

#### Level of Proficiency

Basic

#### Entry Requirement / Course Advisory

Proficient in basic computer skills and conversant with accessing the internet and preferably have some simple working knowledge of image editing tools like Adobe Photoshop.

#### Certification Awarded

Certificate of Competency

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#### Course Details

##### Duration (Hours):

12

##### Training Venue:

ITE College West

1 Choa Chu Kang Grove Singapore 688236

#### Course Fees (inclusive of GST)

##### Full Fee

- \$ 321.00

##### NETT Fee

(after 70% course fee subsidy)

- \$ 96.30

- For Singapore Citizen & Permanent Resident

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

- \$ 36.30

- For Singapore Citizen aged 40 & above

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

- \$ 21.29

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