



DIPLOMA IN MARKETING (T67)

Course Overview

Marketing is pivotal in building great companies. As organisations leverage on digital and social media marketing and e-commerce to power their business growth, the demand for strategic marketers has never been greater.

Our course offers dual specialisation in Branding & Digital Marketing and E-Commerce & Retail Marketing to prepare you to seize employment and entrepreneurial opportunities in the new digitally-driven economy. Acquire skills in marketing communications, digital and social media marketing, experiential marketing and analytics and e-commerce that will greatly enhance your competitive edge.

Through hands-on learning, real-world industry projects and overseas study trips, you will gain insights into the psychology behind marketing techniques across multiple industries. Certified courses by industry heavyweights such as Google, LinkedIn and Twitter will also place you in good stead as you prepare for a career in the highly rewarding world of marketing.



RICH INDUSTRY PARTNERSHIPS

Work with industry clients from SMEs to MNCs such as Seoul Garden Hotpot, Sennheiser and DBS.



CERTIFIED FOR THE INDUSTRY

Attain industry recognised certifications that include Google, Hubspot, LinkedIn and Twitter.



MULTIDISCIPLINARY APPROACH

Explore the design thinking and cross-disciplinary approach that is integrated into the curriculum to develop all-rounded future marketers.

Entry Requirements

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Subject	Grade
English Language (EL1)*	1-6
Mathematics (E or A)	1-6
Mathematics (E or A)	1-6
Any three other subjects, excluding CCA	1-6
2022 Planned Intake	75
Net ELR2B2 aggregate range (2021 JAE)	6 - 15

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Media Studies (Chinese Language), Music, Principles of Accounts.

*Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).

What You'll Learn

YEAR 1

YEAR 2

YEAR 3

TPFUN

Start off by building a strong foundation in the fundamentals of business, then develop acumen for the world of business. Explore the importance of marketing, analytics, finance, technology and management in the overall business environment.

Core Subjects			
	Business Accounting		
	This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.		
BBS1001	Principles of Management	4	↑
	This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.		
BBT1010	Business Technology & Analytics	4	↑
	This subject provides an overview of how digitalisation and business technology impact the future of work and businesses. It also encompasses the utilisation of digital information and applications to facilitate decision making and problem solving through data analysis and visualisation.		
BEC1007	Business Economics	4	↑
	The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand		

and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.

BEC1008	Economics in a Globalised World	4	
	This subject provides an understanding of the broad framework in which economies operate in a global and interconnected world. Concepts covered thematically include: Measuring economic performance using GDP, Inflation, Unemployment and the AD-AS model; International Trade and Foreign Exchange; the Role of Governments and fiscal & monetary policies		
BLO1001	Business Statistics	4	
	The subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. The subject also covers the use of computer software application to perform statistical computation for data analysis and interpretation.		
BRM1005	Marketing Fundamentals	4	
	This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the marketing role and the tools utilised by marketers in developing the appropriate marketing mix for target market segments.		

YEAR 1

YEAR 2

YEAR 3

TPFUN

Learn to solve real life marketing challenges through a 360 degree approach leveraging on strategy, creativity, data analytics, marketing communications and storytelling. Choose to specialise in Branding & Digital Marketing or E-Commerce & Retail Marketing.

Core Subjects

Subject Code	Subject	Credit Units	
BMK2016	Marketing Analytics	4	
	This subject provides you with an overview of the role of marketing analytics in the decision-making process that marketing managers undertake. In a rapidly changing world where timely and accurate information is vital to making sound business decisions, marketing analytics is an absolute necessity.		
BMK2017	Consumer Insights	4	
	This subject provides you with an understanding of customer buying behaviour. It focuses on the internal and external forces affecting customers' buying decisions in a variety of contexts. Students will learn to gather insights from understanding consumer decision making journey.		
BMK2018	Integrated Marketing Communications	4	
	This subject provides you with an understanding of the strategies and tools for effective customer communications. The subject focuses on equipping students to apply their knowledge and skills to develop sound integrated marketing communication plans.		
BMK2019	Creative Marketing Project	4	
	This subject aims to provide you with an understanding of the creative process and practical issues in marketing innovation. It offers the necessary tools for you to create effective communication messages, generate ideas for innovative products & services to achieve marketing success.		
BMK2023	Digital & Social Media Marketing	4	
	Digital & Social Media Marketing is the buzz word in today's digitalised world. This subject offers you understanding into the theories and practices of digital and social media marketing strategy and tools in the context of a company overall marketing strategy.		

Subject Code	Subject	Credit Units	
BMK2020	<p>Experiential Marketing</p> <p>The subject introduces you to the concept of managing an experiential marketing event. You will learn to conceptualise, develop and organise an experiential event that engages customers to create an emotional attachment to a product/service and brand. The subject would also cover marketing of events, human resource management and budgeting.</p>	4	^
BMK2021	<p>Marketing Account Management</p> <p>This subject provides you with an understanding of the importance of service excellence in account management to capture the hearts and minds of stakeholders. Building on this understanding, students will learn strategies and tools to manage relationship with key partners and customers to achieve business objectives.</p>	4	^
BMK2022	<p>Product & Services Marketing</p> <p>The focus of the subject will be on strategies and tools to market and deliver products and services together in a seamless and customer-centric manner to help companies differentiate its offering from competitors.</p>	4	^
BMK2024	<p>Marketing X Project</p> <p>This subject focuses on helping you to look at different types of business problems with marketing methodology and perspective. You will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. You will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real world problems.</p>	4	^

Elective Cluster: E-Commerce & Retail Marketing

Subject Code	Subject	Credit Units	
BMK2026	<p>Enterprise Operations Management</p> <p>This subject provides an overview of the management frameworks of running a business. It encompasses space management, operations and human resource management. Particular emphasis is given to service coaching and role modelling to create a customer-centric working environment.</p>	4	^
BMK2027	<p>Merchandise Buying</p> <p>This subject introduces you to the fundamentals in retail buying processes in order to achieve sales and margin targets. Students will learn to forecast sales and customer trends, plan assortment buying and allocation, conduct negotiations with suppliers, manage vendor relationships and design effective promotional programmes to market the merchandise. Merchandise mathematics will be introduced in areas such as retail budgeting, Open-to-Buy decisions, sales and stock turn controls that are reflective of the real retail environment.</p>	4	^
BMK2028	<p>Retail Logistics & Technology</p> <p>This subject introduces students to how retailers can gain a strategic advantage through efficient distribution channels or supply chain management in the retail business. Particular emphasis will be placed on topics ranging from alignment of the supply chain with the retail strategy, supply chain integration with demand and sourcing management, role of technology in supply chain management and the impact of emerging trends in performance of supply chain management.</p>	4	^
BMK2029	<p>Retail Marketing X Project</p> <p>This subject focuses on helping students to look at different types of business problems with marketing methodology and retailing perspective. Students will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. Students will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real world problems.</p>	4	^

Immerse yourself in the world of digital marketing and e-commerce through working with our industry partners from a wide spectrum of industries. Sharpen your knowledge and skills through your major project and internship in specialised areas of marketing.

Core Subjects

Subject Code	Subject	Credit Units
BMK3015	<p>Major Project</p> <p>This subject takes the form of a final project which provides you with the opportunity to apply knowledge and skills learned in the Marketing course. Working in a team, you will identify real-life problems, conduct independent research and analysis, and provide a proposal and formal presentation. You will acquire project management skills including proposal planning and crafting, budget planning and timeline management.</p>	8
BMK3016	<p>Branding</p> <p>One of the most valuable intangible assets that a company has is the brand that it has invested in and developed over time. Like people, brands have their own individual personality. This differentiation drives the ability for the brand to grow and expand. This subject focuses on understanding the importance of brands, what brands mean to consumers and the various strategies and tools to develop, manage and grow brands.</p>	4

Elective Cluster- Branding & Digital Marketing

Subject Code	Subject	Credit Units
BMK3017	<p>Public Relations in Practice</p> <p>This subject seeks to equip students with the essentials for the practice of public relations. You will acquire the theories, tools and techniques of public relations and apply them to real-life situations professionally.</p>	4
BMK3018	<p>Contemporary Topics in Digital Marketing</p> <p>This subject will give you the opportunity to pursue relevant industry certification in digital marketing. You will learn industry best practices in various areas such as mobile marketing, content marketing, user interface and experience.</p>	4

Elective Cluster: E-Commerce & Retail Marketing







Subject Code	Subject	Credit Units
BMK3020	<p>Business Development</p> <p>This subject provides you with the knowledge and skills to start a retail business and to develop a differentiating retail strategy. It integrates the knowledge and content covered in past modules taken. You have the opportunity to conceptualise and implement a viable retail business idea. Key topics include environment analysis, target market behaviour, competitive scanning, location analysis, customer service and store image analysis. These will allow you to formulate a business plan covering areas in retail operations, merchandise mix, visual merchandising and branding. Financial forecasts, budgeting and ratio analysis will be some key financial topics covered in the business plan.</p>	4
BMK3021	<p>E-Commerce Management</p> <p>This subject introduces the use of new media to achieve retailing objectives, the working fundamentals in Customer Relationship Management and E-commerce. Students will understand how technology is transforming the retail industry and explore the challenges and issues in E-commerce for retailers. Emerging trends involving M-commerce, cross-channel fulfilment, in-store virtual technology, integration of new media applications and omni-channel customer engagement will be examined.</p>	4

You will also undergo TP Fundamentals (TPFun) – a set of subjects that equips you with the crucial life skills you need to navigate the modern world as an agile and forward-thinking individual, and team player.






TP Fundamentals (TPFun) Subjects

Subject Code	Subject	Credit Units
GTP1301	<p>Current Issues & Critical Thinking</p> <p>This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.</p> <p>This subject aims to provide students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • apply critical thinking tools to examine current issues. • effectively search for relevant information from a variety of sources. • evaluate research information. • cite sources to support their views. • articulate an informed opinion about current issues. 	3
BTX1001	<p>Effective Communication</p> <p>This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The Message, Audience, Purpose and Strategy (MAPS) framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.</p> <p>This subject aims to equip students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • apply the factors that influence effective communication. • structure a compelling point of view through a writing task. • express their ideas convincingly to an audience in an oral presentation. 	3
BTX1002	<p>Professional Communication</p> <p>This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The Message, Audience, Purpose and Strategy (MAPS) framework would also be applied when engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.</p> <p>The subject aims to equip students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • communicate effectively in the workplace using principles of effective written communication and interpersonal skills. • apply effective job search and interview skills in their career preparation. 	3
GTP1101	<p>Leadership Fundamentals</p> <p>This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.</p> <p>The aim of this subject is to guide students to:</p> <ul style="list-style-type: none"> • design a personal growth plan based on strengths, values and purpose. 	2

- apply the attributes of logical and emotional intelligence to improve team effectiveness.
- identify the key messages of respect in relationships.
- apply the principles of effective personal financial management.

GTP1102	Leadership in Action	1	
<p>This subject focuses on Service Learning as an experiential platform to apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and to apply the concepts of being a values-centred leader.</p>			
<p>This subject aims to equip students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • plan and carry out a project to demonstrate empathy towards people in a diverse community. • apply diploma core knowledge and skills through the Service Learning platform to address community needs. • reflect on the Service Learning experience when working in teams and with community partners. 			
GTP1201	Career Readiness CARE1	1	
<p>This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods and acquire the skills of being a lifelong learner.</p>			
<p>This subject aims to equip students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • analyse personal characteristics that can contribute positively to achieving personal, educational and career goals. • make career decisions that are aligned with their interests, skills and values. 			
GTP1202	Career Readiness CARE2	1	
<p>This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.</p>			
<p>This subject aims to equip students with the knowledge and skills to:</p> <ul style="list-style-type: none"> • identify their work profiles to help them in their career choices in a changing job market environment. • take career ownership for continuous learning and lifelong employability. 			
LSW1002	Sports & Wellness	2	
<p>The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.</p>			
BIN1001	Innovation & Entrepreneurship	2	
<p>The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools. This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.</p>			
BGS1002	Global Studies	3	
<p>This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-</p>			

cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.

BGS1003	Managing Diversity at Work*	3	
<p>This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.</p>			
BGS1004	Global Citizenship & Community Development*	3	
<p>Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.</p>			
BGS1005	Expressions of Culture*	3	
<p>This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.</p>			
GTP1302	Guided Learning	3	
<p>The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills. Students will enhance their problem solving and digital literacy skills through this subject.</p>			
BSI3043	Student Internship Programme	16	
<p>This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.</p>			

* Students must choose one of these three electives under the 'Global Studies 2' subject, or take 'Guided Learning'

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects-Core Subjects	60 credit units
Diploma Subjects-Elective Subjects	24 credit units
Total Credit Units Completed	min 124 credit units