



DIPLOMA IN MARKETING (T67)

Course Overview

Have you wondered what makes brands like Apple and NIKE well-known? In today's ever-crowded marketplace, marketing plays a crucial role in helping brands differentiate themselves from competitors through the management of Product, Price, Place and Promotion. The only polytechnic marketing diploma in Singapore, this course offers specialisations in Branding & Digital Marketing and E-Commerce & Retail Marketing, preparing you to seize employment and entrepreneurial opportunities in the digitally driven, AI-powered economy.

You will leverage innovative and experiential learning experiences, which will prepare you for a career in diverse and thriving industries that require sought-after skills in digital and social media marketing, marketing communications, branding, consumer insights, marketing analytics, e-commerce and retail marketing. You will build a strong foundation in business, develop functional competencies in marketing and prepare for entry into the marketing profession as agile critical thinkers and innovative marketing strategists.

Through client-based projects, industry engagement, certified courses by Google, HubSpot, LinkedIn, Twitter etc., and overseas study trips, you will witness theories put into practice in the real world and value the psychology behind marketing techniques across multiple industries.

Get the opportunity to attain the below certification(s) throughout the course of your study:

- Google Ads Search Certification
- Google Ads Display Certification
- Twitter Launch and Connect Badge
- #TwitterFlightSchool Video Badge
- Twitter Performance Fundamentals Badge



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 |
| Any three other subjects, excluding CCA | 1-6 |
| 2023 Planned Intake | 75 |
| Net ELR2B2 aggregate range (2023 JAE) | 8 - 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 Ingggris).

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

| Subject Code | Subject | Credit Units | |
|--------------|--|--------------|---|
| BAF1010 | Business Accounting <p>This module provides students with an understanding of core accounting principles from the preparation of accounting entries to the financial statements of businesses. In addition to gaining practical knowledge of accounting, students will also learn to perform financial ratio analysis to draw critical insights, assess business performance and make impactful recommendations to management for improvement.</p> | 4 | ^ |
| BBS1001 | Principles of Management <p>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.</p> | 4 | ^ |
| BBT1010 | Business Technology & Analytics <p>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.</p> | 4 | ^ |

| | | | |
|---|--|----------|---|
| BEC1007 | Business Economics | 4 |  |
| <p>This 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 and product differentiation. It also includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.</p> | | | |
| BEC1008 | Economics in a Globalised World | 4 |  |
| <p>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</p> | | | |
| BLO1001 | Business Statistics | 4 |  |
| <p>This 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. It also covers the use of computer software application to perform statistical computation for data analysis and interpretation.</p> | | | |
| BRM1005 | Marketing Fundamentals | 4 |  |
| <p>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.</p> | | | |

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 | <p>Marketing Analytics</p> <p>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.</p> | 4 |
| BMK2017 | <p>Consumer Insights</p> <p>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.</p> | 4 |
| BMK2018 | <p>Integrated Marketing Communications</p> <p>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.</p> | 4 |
| BMK2019 | <p>Creative Marketing Project</p> <p>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</p> | 4 |

& services to achieve marketing success.

BMK2023

Digital & Social Media Marketing

4



This subject focuses on the use of various digital channels to achieve marketing objectives and increase consumer engagement. It covers the application of digital marketing tools to support the digital marketing strategy of a business.

Elective Cluster- Branding & Digital Marketing



Subject Code

Subject

Credit Units

BMK2020

Experiential Marketing

4



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.

BMK2021

Marketing Account Management

4



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.

BMK2022

Product & Services Marketing

4



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.

BMK2024

Marketing X Project

4



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.

Elective Cluster: E-Commerce & Retail Marketing



Subject Code

Subject

Credit Units

BMK2026

Enterprise Operations Management

4



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.

BMK2027

Merchandise Buying

4



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.

BMK2028

Retail Logistics & Technology

4



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.

BMK2029

Retail Marketing X Project

4



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.

YEAR 1

YEAR 2

YEAR 3

TPFUN

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 | Major Project | 8 |
| | 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.

BMK3016

Branding

4



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.

Elective Cluster- Branding & Digital Marketing



Subject Code

Subject

Credit Units

BMK3017

Public Relations in Practice

4



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.

BMK3018

Contemporary Topics in Digital Marketing

4



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.



Elective Cluster: E-Commerce & Retail Marketing



Subject Code

Subject

Credit Units

| | | | |
|--|------------------------------|----------|--|
| BMK3020 | Business Development | 4 |  |
| <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> | | | |
| BMK3021 | E-Commerce Management | 4 |  |
| <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> | | | |

YEAR 1

YEAR 2

YEAR 3

TPFUN

You will also take this set of subjects that equips you with the crucial 21st-Century life skills you need to navigate the modern world as an agile, forward-thinking individual and team player.

| TP Fundamentals (TPFun) Subjects | | |
|---|-------------------------------------|---------------------|
| Subject Code | Subject | Credit Units |
| BSI3040 | Student Internship Programme | 16 |

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.

BTX1001

Effective Communication

3



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.

BTX1002

Professional Communication

3



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.

GTP1301

Current Issues & Critical Thinking

3



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.

GTP1201

Career Readiness

1



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.

GTP1202

Career Management

1



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.

BGS1002

Global Studies

3



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-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 global citizens and leaders who can contribute to the global community through effective communication and collaboration.

GTP1302

Guided Learning*

3



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.

BIN1001

Innovation & Entrepreneurship

2



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.

GTP1101

Leadership Fundamentals

2



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.

GTP1102

Leadership in Action

1



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.

LSW1002

Sports & Wellness

2



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.

TGS1001

Sustainability & Climate Action*

3



This subject prepares students to be responsible global citizens and future leaders who can contribute to the global community. It introduces the topics of sustainability and explores how human societies can act to build a sustainable future. This subject focuses on the impact of climate change, potential solutions to climate change, and the future of the green economy from global and local perspectives.

* Students must choose to take either **Sustainability & Climate Action** or **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 |