



Managing Effective Social Media Platforms to Increase Sales and Branding

Overview

A WSQ course specially designed to equip you with the essential skills and knowledge in managing social media platforms which includes developing effective social media content, integrating multiple social media platforms, as well as evaluating effectiveness of social media platforms in achieving sales and marketing objectives.

Learning Outcome

Upon completing the course, you will be equipped with the needed skills to market your products and services through social media communication, to increase your sales and branding. You will also be awarded with a Statement of Attainment issued by SkillsFuture Singapore.

Fees & Funding

Application Fee: \$53.50 -Waived- Course Fee: \$609.90		Grant Amount	Nett Course Fee After Subsidy
Self-Sponsored	Normal Funding	\$285.00	\$324.90
	Mid-Career Enhanced Subsidy (MCES) ¹	\$399.00	\$210.90
Company Sponsored	Singapore Citizens and Permanent Residents ²	\$399.00	\$210.90

1. Mid-Career Enhanced Subsidy is for Singaporeans aged 40 years old and above
 - Course fee covers training and assessment. The fee is inclusive of prevailing GST and subject to changes.
 - SkillsFuture Credit / UTAP can be used to offset the course fee.

2. - Grant amount indicated here does not include absentee payroll (AP) funding.
 - Absentee payroll funding (for Employers), if applicable:
 Singapore Citizen and Permanent Resident employees will receive \$4.50 per hour.

Duration:
12.5 hours (1.5 days)

