

Introduction to Data Analytics

This programme will allow participants to understand the applications of data analytics and how they can apply similar approach to derive insights from data. The programme will equip participants with the right level of appreciation in the areas of retail analytics.

- **Understand types of data**
 - **Collection of data**
 - **Steps in data analytics**

Basics in Content Generation

This programme will enable participants to become a more effective digital storyteller. Participants will learn storytelling techniques that will help them to create interest to heighten the engagement and connectivity with their customers on e-commerce platforms.

- **Understand the importance of content and its role**
 - **Content creation**
 - **Content promotion**

Per Module Course Fees (include prevailing GST)

Singaporean / Singapore PR	S\$ 83.46
Singaporean 40 years and above	S\$ 31.46
Singaporean / SPR with WTS*	S\$ 18.46
Full Course Fee	S\$ 278.20

*WTS: Work Training Support

Class Details

Venue: Lifelong Learning Institute
11 Eunos Road 8, #08-04 (Lobby B)
S408601 (2mins walk from Paya Lebar MRT Station)

Course Duration: 1 Day (9am - 6pm)

[Email For Interest](#)

Introduction to Digital Marketing

With increasing traffic in social media space, successful engagement through digital content marketing is a great booster for business. This programme provides participants the knowledge and applications to understand digital engagement that is superseding traditional marketing channels.

- **Understand digital marketing**
- **Search engine marketing**
- **Social media marketing**

Thrive in Digital Disruption - Learn, Unlearn and Relearn

This uncertain and rapidly changing environment brought about by digitalisation poses great challenges and yet offers new opportunities. Ability to learn, unlearn and relearn will position one to quickly identify & seize opportunities.

- **Understand digital media**
 - **Profile of customers**
- **Apply the right media for customer engagement**

Engage Customers through Social Media

Companies have embraced social media as part of their marketing mix, but with various degrees of success. The programme will address various social media initiatives and techniques that participants can utilise to enhance engagement with their customers.

- **Social media landscape**
- **Using social media to engage customers**
 - **Tools and resources**

Per Module Course Fees (include prevailing GST)

Singaporean / Singapore PR	S\$ 67.41
Singaporean 40 years and above	S\$ 25.41
Singaporean / SPR with WTS*	S\$ 14.91
Full Course Fee	S\$ 224.70

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