



Course Code: TGS-2025056988

WSQ - Formulate Digital Marketing Strategy with AI Agent and Deep Research

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions 2 days	Duration 16 hrs	Level Beginner	Assessment 2 hrs
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VENUE
 12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.
 The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

- LU1: KPI and Goals for Digital Marketing Strategy
- T1: Framework for designing an integrated digital marketing strategy
- T2: Using Gen AI Deep Research feature to draw insights from marketing analytics
- T3: Using Gen AI prompt engineering techniques in the formulating Key Performance Indicators (KPIs) for digital marketing channels
- T4: Define goals and objectives of digital marketing strategy
- LU2: Digital Marketing Strategy Formulation
- T1: Using GenAI to formulate Integrated Digital Marketing (IDM)...

WSQ FUNDING

Full Fee S\$1,000.00 Before GST	GST S\$90.00 9% of fee
Baseline Nett S\$590.00 SG/PR age 21+ · 50% funded · incl. GST	MCES / SME Nett S\$390.00 SG age 40+ · 70% funded · incl. GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsq-formulate-digital-marketing-strategy-with-ai-agent-and-deep-research.html>



SCAN TO REGISTER

SUPPORT

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