



Course Code: TGS-2026061321

# WSQ - Customer-Centric Branding and Communication Tactics

**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: Stakeholders and Organization
  - T1: Internal and external stakeholders influencing the brand
  - T2: Types of external audience
  - T3: Draft branding designs and ideas highlighting the product or service's attributes and benefits
  - T4: Assess organisation's reputation on social media and other platforms
- LU2: Customer Influence
  - T1: Perceptions of customers of the brand, products and services
  - T2: Importance of the customer in influencing the brand reputation
  - T3: Document customer reception to brand...

## 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/wsg-customer-centric-branding-and-communication-tactics.html>



SCAN TO REGISTER

## SUPPORT

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