

Introduction

Full Qualification in Modular Course (MC) Certificate in Digital Marketing and Business Technology (e-Learning)

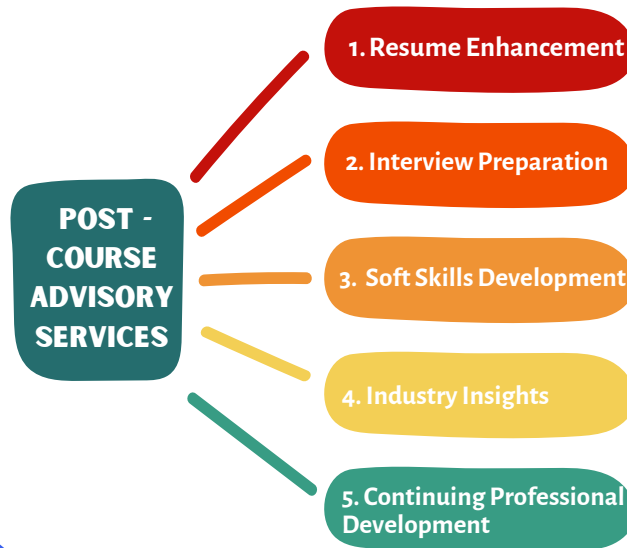
Be ready to thrive in the dynamic world of the hot economy? The Full Qualification in (MC) Certificate in Digital Marketing and Business Technology (E-Learning) is here to equip you with the cutting-edge skills and knowledge required to excel in the rapidly evolving landscape of digital marketing and business technology.

In today's hyper-connected and technology-driven era, businesses across the globe are increasingly relying on digital strategies to stay competitive. As a result, the demand for experts in digital marketing and business technology is soaring, offering tremendous opportunities for career growth and success.

This comprehensive e-learning courses has been carefully curated with the future in mind, encompassing five relevant modules that will transform you into a well-rounded professional.



"Navigate the Job Market with Confidence: Exclusive Post-Course Support for NATC Graduates"



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04/10/2024



Full Qualification in Modular Course (MC) Certificate

Digital Marketing & Business Technology.



"Don't miss this opportunity to be at the forefront of the digital revolution. Prepare yourself with the skills and knowledge needed to excel in the digital economy "

- ✓ PSEA & SkillsFuture Credits
- ✓ Absentee Payroll for SMEs
- ✓ UTAP Fund Claimable

Modular Course 1

BUSINESS

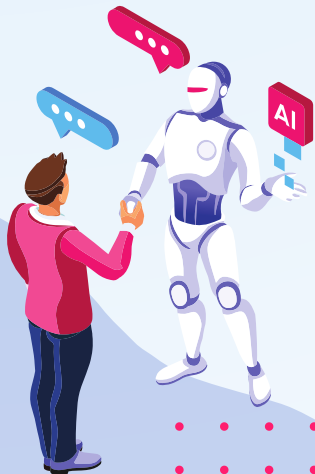
INNOVATION

INDUSTRY 4.0 | TGS-2022017723

In collaboration with IBM, explore the opportunities for business innovation transformation to bridge the physical and digital worlds.

Certified by IBM, attaining not just the SSG WSQ SOA and also IBM Certification.

- Gain a competitive edge in the job and business market.
- Understand emerging technologies.
- Adapt to digital transformation.
- Leverage data-driven insights to drive innovation.
- Career growth in the Industry 4.0 landscape.



Modular Course 2

E-COMMERCE

CAMPAIGN MANAGEMENT

TGS-2021003098 | TGS-2021003098

The E-Commerce Campaign Management module equips you with the skills and knowledge to plan, execute, and optimize effective online marketing campaigns for e-commerce businesses.

- Defining campaign objectives
- Leveraging various digital channels
- Gain insights and strategies for driving sales
- Maximizing ROI in the dynamic e-commerce landscape.

Modular Course 3

SOCIAL MEDIA

MARKETING

TGS-2021004447

This module offers comprehensive training in leveraging social media platforms to drive brand awareness, engage target audiences, and achieve marketing goals.

- Effective content creation
- Community management
- Advertising strategies
- Analytics to decision making
- Execute successful social media marketing campaigns for businesses of all sizes.

Modular Course 4

EMERGING

TECHNOLOGY

TGS-2020505081

The Emerging Technology module equips you with with knowledge and skills to

- Analyse emerging technologies
- Drive implementation of industry specific technologies for organisational effectiveness.

Foster attributes to become a forward-looking and results-oriented leader who is able to negotiate strategically.

Modular Course 5

DRIVE PRODUCTIVITY

AND INNOVATION

TGS-2020505558

At the end of Drive Productivity and Innovation course, you will be equipped with knowledge and skills to encourage new ways of looking at established processes and practices and inculcate a culture that values productivity and innovation.

