



KINGSTON
International College

**SPECIALIST DIPLOMA IN INTERNET
AND SOCIAL MEDIA MARKETING**

Course Handbook

Table of Contents

Course Objective	2
Course Outcome	2
Course Structure	2
Course Modules and Outline	3
Graduation Requirements	3
Admission Requirements	4
Required Documents	4
Course Fees	4
Course Assessment	5

Course Objective

The Specialist Diploma in Internet and Social Media Marketing allows students to master the skills and knowledge of an effective Internet Marketer. Students will undergo rigorous and robust learning curriculum designed to equip and enable the student to fulfil the Internet and Social Media Marketing needs of major brands as a highly valued employee, or build a business as an entrepreneur to meet the growing demands of small and medium-sized businesses for high return-on-investment online marketing campaigns.

Course Outcome

Students should be able to immediately implement strategies in their respective companies and businesses.

The aims are to provide a qualification that:

- Identifies social media and internet platforms that complement the marketing strategies of companies
- Provides alignment of company mindsets to prepare them for social media strategies
- Plans and executes a comprehensive social media strategy
- Creates highly effective Internet marketing direct-response campaigns that produce a positive and high return-on-investment (ROI) for businesses through the generation of quality traffic, and conversation of traffic to leads and/or sales
- Builds growth and preserve the brand equity of organisations through the use of organic and viral social media, in a way that reflects the organisation's values and roles in society and the marketplace

Course Structure

- **Duration of Study:**
Six (6) months (360 hours)
- **Modules:**
Five (5) Modules
 - The Blueprint for Online Business
 - The Art of Building Digital Assets
 - The Science of Traffic Generation and Engagement
 - The Tools for Sustainable Digital Success
 - The Pathway to Becoming a Mediapreneur
- **Mode of Teaching:**
Classroom-based Lessons, Class Discussions, Pair and Group Work, Practical and Online Sessions
- **Teacher to Student Ratio:**
1:40

- **Medium of Instruction:**
English Language

Course Modules and Outline

- **The Blueprint for Online Business (TBOB)**

This module aims to teach students the fundamentals of Social Media and enable them to understand the requirements of a Social Media Marketing Plan. They will understand the need to streamline target audiences and the rules of engaging online customers. Students will also explore the various methods of lead generation and conversion on the Internet environment.

- **The Art of Building Digital Assets (TABDA)**

This module aims to teach students the importance of good branding and the role it plays in building marketing and generating revenue. It will also focus on how the web is different from other marketing tools and the added value it can provide to marketers in developing brands. Students will understand the beginning stages of web site development and the various methods of getting a site developed.

- **The Science of Traffic Generation and Engagement (TSTGE)**

This module aims to teach students various social media tools and platforms that can be used for their social media campaigns. Best practices and success stories by brands and businesses will be taught to enhance students' further learning. Students will understand the various creative strategies used in all social and digital media platforms. Students will also understand how the New Media changes existing marketing models and how strategies can be applied to leverage the media effectively.

- **The Tools for Sustainable Digital Success (TTSDS)**

This module aims to teach students the key qualitative and quantitative performance indicators for Social Media campaigns. Students will also learn the various online tools that will help and enhance their social media campaign measurement and monitoring. Students will understand the ways to measure the Return of Investment for Social Media Marketing.

- **The Pathway to Becoming a Mediapreneur**

This module aims to introduce students to the fundamentals of entrepreneurship in the media business. It is designed to equip students with core foundational knowledge on how to set up an e-business. Students will understand key topics relating to entrepreneurship, for example Human Resource, Finance and Marketing.

Graduation Requirements

Students will be awarded the Specialist Diploma in Internet and Social Media Marketing, if they achieve at least a Pass grade in all 5 modules of the course and has at least 90% of attendance rate.

Students who successfully completed the Specialist Diploma in Internet and Social Media Marketing can progress onto general degrees offered at other institutions.

Admission Requirements

Applicants should possess the following minimum requirements:

- Applicants should be at least 17 years of age at the time of registration
- Minimum 3 GCE 'O' Level credits (in any subjects) or equivalent
- Minimum C6 in English at 'O' Levels or equivalent

For Mature Candidates

- Are 21 years and above at the time of registration; and
- Have at least 2 years of verifiable working experience; and
- Provide a detailed resume with contact details of past and present employers

All applications are subject to the College's assessment of eligibility for entry into the programme.

Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

Course Fees

Course Fees	Price (SGD) (With GST, if any)
Tuition Fee	10,200
Examination Fee	300
Course Material Fees	700
College Administration Fee	100
Medical Insurance	120
Student Pass Application and Issuance Fee	180
Fee Protection Scheme	500
Subtotal	12,100
GST 9%	1,089
Total Course Fees Payable	13,189

Miscellaneous Fees	Price (SGD\$) (With GST, if any)
Student Pass Renewal Processing Fees	275
College Application Fees (Non-refundable)	350
Medical Check-Up	55
Re-Mark Examination Fee / Certificate Reprint	164
Re-Examination Fee / Late Entry Exam Fee (per module)	109
Graduation Fee (Local)	Up to 540
Late Payment Fee (per month)	109
Request for Hard Copy of e-Transcript / e-Certificate	55
Certificate Courier Fee (Certificate + Transcript)	71
College Uniform	21.80

Course Assessment

- **Modes for Assessment:**

The students will be assessed through seven (7) components:

- 1) Individual Project
- 2) Group Project
- 3) Written Test
- 4) Group Presentation
- 5) Individual Presentation
- 6) Class Participation
- 7) Course Reflection

Module Code	Module Title	Assessment Mode	Frequency	Weightage
TBOB	The Blueprint for Online Business	Written Test	1	50%
		Group Project	1	30%
		Group Presentation	1	10%
		Class Participation	1	10%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
TABDA	The Art of Building Digital Assets	Individual Project	1	50%
		Group Project	1	30%
		Group Presentation	1	10%
		Class Participation	1	10%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
TSTGE	The Science of Traffic Generation and Engagement	Individual Project	1	20%
		Group Project	1	30%
		Written Test	1	30%
		Group Presentation	1	10%
		Class Participation	1	10%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
TTSDS	The Tools for Sustainable Digital Success	Group Project	1	30%
		Written Test	1	50%
		Group Presentation	1	10%
		Class Participation	1	10%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
TPBM	The Pathway to Becoming a Mediapreneur	Individual Project – Report	1	30%
		Individual Project – Journal	1	20%
		Individual Presentation	1	30%
		Course Reflection	1	10%
		Class Participation	1	10%
Total				100%

- Overall Grade Structure for each module:

High Distinction	Distinction	Merit	Pass	Fail
90 – 100%	80 – 89%	60 – 79%	50 – 59%	Below 50%