



Certificate in Advertising (Level 3)

Course Aims & Objectives

The aims of the examination is to enable candidates to develop knowledge and understanding of advertising as part of the marketing of products, services and organisations, relevant advertising messages within constraints of law and codes of practice; an awareness of the principles of delivering relevant messages to the selected target audiences.

Syllabus Covers:

- The Role of Advertising
- Types of Advertising
- The Advertiser
- The Advertising Agency
- Creating Press Advertisements
- Creating Broadcast Commercials
- Producing Advertisements
- Production of Commercials
- Selection of Media
- Media Research
- Media Planning and Buying
- Voluntary Controls
- The Law and Advertising
- Advertising Evaluation and Assessment
- The Impact of Technology

LCCI Level 3 Certificate will be issue to candidate after passing the required examination.

Duration & Instruction Hours:

This certificate requires total 72 instruction hours. (Total 24 lessons for 3 hours/lesson)

Please check the planned lessons schedule with our course consultant before enrolling to this program.

Fees:

S\$ 720/- (For Both Part & Full-time)

S\$ 144/- (After Grant)

SDF grant up to 80% is available for those who qualify.

Please call our course consultant for eligibility details.