



Certificate in Marketing (Level 3)

Course Aims & Objectives

The aims of the examination is to enable candidates to develop a broad strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research; the ability to apply this understanding to real life marketing scenarios and the ability to illustrate their understanding through the use of real experiences, or created example.

Syllabus Covers:

- The Nature of Marketing
- The Role of Marketing
- Marketing Organisation
- Marketing Research, Analysis and Decision
- Marketing Implementation, Strategies and Tactics
- International Marketing
- Marketing, IT and the Internet

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.