

DIGITAL COMMERCE AND CONTENT MARKETING		
Module	Topic	Duration
The Soft Side of Success in the Digital World	<ul style="list-style-type: none"> • The Importance and cultivation of a success mindset • The fundamental of developing and delivery the 'perfect pitch' • The persuasion principles and techniques for the 'perfect pitch' • Successful employment communication skills and practices • Achieving competency through evaluation and feedback 	50 hours (Blended Learning)
Digital Transformation and Marketing Strategy	<ul style="list-style-type: none"> • SEM - Google Ads Basics and Campaign Setup • What is SEO and Why is it Important • Keyword Research • On-page, Local and Technical SEO • Youtube and Tiktok Video Marketing 	50 hours (Blended Learning)
Digital Commerce and Business Innovation	<ul style="list-style-type: none"> • Building a Competitive Digital Commerce Business • Online marketplace & E-commerce website • Livestream commerce • Social Media Marketing • Content Marketing 	50 hours (Blended Learning)
Effective Change Agent in Business Digitalisation	<ul style="list-style-type: none"> • Google Ad Certifications (20%) • Digital Playbook development (50%) • Build Your Online Writing Portfolio (10%) • Viva Voce – Questioning your transformation (20%) • Excel in data management (Mastery) 	40 hours (Blended Learning) (10 hours Assessment)

Note: The Topics may NOT be offered in sequence in actual implementation.