

Skills Framework for Financial Services

Programmes that broaden or deepen specific skills and knowledge for the various job roles in the sector

Product Solutioning and Management

Job Role:
Product Marketing Executive

Full Qualification Programmes	Providers
Specialist Diploma in Fund Management and Administration	Nanyang Polytechnic
Specialist Diploma in Financial Advisory Services	Temasek Polytechnic

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Investment and Financial Management	Business Environment Analysis	3	CAIA level 1 ACI-SMU Financial Markets Certificate - Module 2: Trading & Treasury Sales (IBF Level 1)	CAIA Association Singapore Office Limited SMU Academy – Financial Services
Customer Relationship and Stakeholder Management	Customer Behaviour Analysis	3	AWMP Programme II - Investment Advisory (IBF Level 1)	SMU Lee Kong Chian School of Business
Product, Sales and Market Management	Demand and Supply Analysis	3	CFA Program - Fund Management (IBF Level 1) by AB Maximus	A.B. Maximus & Co., Pte Ltd
			CFA Program - Fund Management Plus (IBF Level 1) by AB Maximus	A.B. Maximus & Co., Pte Ltd
			CAIA level 1	CAIA Association Singapore Office Limited
			CFA Singapore Fund Management Programme (IBF Level 1)	CFA Society Singapore
			CFA Singapore Level 1 Preparatory Programme (IBF Level 1)	CFA Society Singapore
	Economics for Financial Markets	Nanyang Technological University, Wealth Management Institute		
Product, Sales and Market Management	Digital Marketing	3	Specialist Diploma in Consumer Banking- Marketing Digital Engagement (M3 & M4)	Ngee Ann Polytechnic
Business Development and Strategy Management	Ethical Culture	3	CFA Singapore Fund Management Programme (IBF Level 1)	CFA Society Singapore
			CFA Singapore Level 1 Preparatory Programme (IBF Level 1)	CFA Society Singapore
			ICA Advanced Certificate in Governance, Risk & Compliance (IBF Level 1)	International Compliance Training Academy Pte. Ltd.
			Certified Private Banker Level 1 - Ethical Conduct	Nanyang Technological University, Wealth Management Institute
			IBF Standards Operational Risk Management Level 1	National University of Singapore - Risk Management Institute
			SGX CSP Module 1: Financial Markets, Regulations, Ethics & Risk Management	Singapore Exchange Limited
AWMP Programme III - Wealth Advisory (IBF Level 1)	SMU Lee Kong Chian School of Business			
Customer Relationship and Stakeholder Management	Market Profiling	3	Specialist Diploma in Consumer Banking- Marketing Digital Engagement (M3 & M4)	Ngee Ann Polytechnic
			AWMP Programme III - Wealth Advisory (IBF Level 1)	SMU Lee Kong Chian School of Business
Investment and Financial Management	Market Research and Analysis	3	Data-Driven Decision Making Business Analytics with Qlik Sense	Hyper Island Institute of Higher Education Pte Ltd NTUC LearningHub Pte Ltd
Product, Sales and Market Management	Product Marketing and Branding	3	Specialist Diploma in Consumer Banking- Marketing Digital Engagement (M3 & M4)	Ngee Ann Polytechnic
Customer Relationship and Stakeholder Management	Stakeholder Management	3	Certified Private Banker Level 1 - Market Specialisation (Elective)	Nanyang Technological University, Wealth Management Institute
			Private Banking Certification Level 1: Client Relationship Management	SMU Academy
			Private Banking Certification Level 1: Marketing Specialization in the Chinese Market	SMU Academy

Please click [here](#) to view the Generic Skills and Competencies (GSCs) programme listing.

Please visit <https://www.ibf.org.sg> for the latest list of IBF programmes aligned to the Skills Framework for Financial Services.