

Skills Framework for Hotel and Accommodation Services

Programmes that equip new entrants with skills and knowledge for the specific occupation in the sector at their respective entry level

Sales and Marketing

Occupations	Programme	Provider
Director of Sales and Marketing	Bachelor of Hospitality Business (with Honours)	Singapore Institute of Technology
Director of Sales	Bachelor of Science in Marketing	Singapore University of Social Sciences
Director of Events/ Director of Catering/ Director of Conference Services	Diploma in Business Management	Nanyang Polytechnic
Director of Public Relations/ Director of Marketing Communications	Diploma in Culinary & Catering Management	Temasek Polytechnic
Assistant Director of Sales	Diploma in Customer Experience Management with Business	Republic Polytechnic
Assistant Director of Events/ Assistant Director of Catering/ Assistant Director of Conference Services	Diploma in Food & Beverage Business	Nanyang Polytechnic
Assistant Director of Public Relations/ Assistant Director of Marketing Communications	Diploma in Hospitality & Tourism Management	Nanyang Polytechnic
	Diploma in Hospitality & Tourism Management	Temasek Polytechnic
Catering Sales Manager/ Sales Manager	Diploma in Hotel & Hospitality Management	Republic Polytechnic
Event Services Manager/ Conference Services Manager	Diploma in Hotel & Leisure Facilities Management	Singapore Polytechnic
Public Relations Manager/ Marketing Communications Manager	Diploma in Hotel & Leisure Facilities Management	Ngee Ann Polytechnic
Digital Marketing Manager	Diploma in Integrated Events & Projects Management	Singapore Polytechnic
Assistant Catering Sales Manager/ Assistant Sales Manager/ Catering Sales Executive/Sales Executive	Diploma in Integrated Events Management	Republic Polytechnic
	Diploma in Leisure & Events Management	Temasek Polytechnic
Assistant Public Relations Manager/ Assistant Marketing Communications Manager/ Public Relations Executive/ Marketing Communications Executive	Diploma in Marketing	Nanyang Polytechnic
	Diploma in Marketing	Temasek Polytechnic
	Diploma in Mass Communication	Republic Polytechnic
Assistant Digital Marketing Manager/ Digital Marketing Executive	Diploma in Real Estate Business	Ngee Ann Polytechnic
Catering Sales Coordinator/ Sales Coordinator	Diploma in Restaurant and Culinary Operations	Republic Polytechnic
Event Services Coordinator/ Conference Services Coordinator	Diploma in Tourism and Resort Management	Singapore Polytechnic
	Diploma in Tourism and Resort Management	Ngee Ann Polytechnic
	Higher NITEC in Event Management	Institute of Technical Education
Marketing Communications Officer/ Sales and Marketing Officer/ Digital Marketing Officer	Higher NITEC in Hospitality Operations	Institute of Technical Education
	Higher NITEC in Services - Event Operations	Institute of Technical Education