

Skills Framework for Retail

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

Brand Management

Programmes by Universities, Polytechnics and Institute of Technical Education

Job Roles	Programmes	Providers
Brand Director	Bachelor of Science in Business	Singapore University of Social Sciences
	Bachelor of Science in Marketing	Singapore University of Social Sciences
Brand Manager/Customer Loyalty Manager	Diploma in Business Management (Retail Management)	Nanyang Polytechnic
Brand Executive/Customer Loyalty Executive	Diploma in Marketing	Nanyang Polytechnic
	Diploma in Business Management (Customer Relations & Service Management)	Nanyang Polytechnic
Brand Associate/Assistant	Diploma in Visual Communication	Nanyang Polytechnic
	Diploma in Business Studies (Marketing)	Ngee Ann Polytechnic
	Diploma in Business Studies (Marketing Communication)	Ngee Ann Polytechnic
	Diploma in International Business	Ngee Ann Polytechnic
	Diploma in Consumer Behaviour Research	Republic Polytechnic
	Diploma in Customer Experience Management with Business*	Republic Polytechnic
	Diploma in Business Administration (Marketing Management)	Singapore Polytechnic
	Diploma In Retail Management	Temasek Polytechnic

