

Skills Framework for Wholesale Trade

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

Marketing, Business Development
and Analysis

Job Role:
Marketing Executive

Full Qualification Programmes	Providers
Specialist Diploma in Digital Marketing	Republic Polytechnic

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development	Data Analytics	2	NICF - Customer Analytics	Institute of Systems Science, NUS
			NICF - Statistical Thinking for Data Science and Analytics	Lithan Academy Pte Ltd
	Networking	3	Identify & Establish Internal & External Stakeholder Relationships (Part of Business Management for Executives)	Kaplan Professional
General Management	Innovation Management	3	Creativity and Innovation Workshop (SkillsFuture Series)	Republic Polytechnic
			Contribute to Innovation	Capelle Academy Pte Ltd
			"Innovation : Turning Ideas into Gold (Project)"	Everest Innovation Pte Ltd
People Development	Effectiveness Management	3	Implement Work Plans and Monitor Performance	CENTER FOR COMPETENCY-BASED LEARNING AND DEVELOPMENT PTE. LTD.
			CLG-SS-201E-1 Implement Work Plans and Monitor Performance	FOCUS TRAINING PTE. LTD.

Generic Skills and Competencies (GSC)		Modular Programmes	Providers
Title	Proficiency Level		
Teamwork	Intermediate	Support Team	Bootstrap Pte Ltd
		Facilitate Effective Work Teams (ES-IP302G-1)	Cambrian Academy Pte Ltd
		Synergizing for Success	Capelle Academy Pte Ltd
		Building a Results-Oriented Team	Capelle Academy Pte Ltd
		People Leadership Program	Capelle Academy Pte Ltd
		WSQ Facilitate Effective Work Teams	Eagle Infotech Consultants Pte Ltd
		Facilitate Effective Work Teams	Image Institute of Learning and Development Pte Ltd
		One Dream - One Team: Manage Team Effectively	Image Institute of Learning and Development Pte Ltd
		Support Team	Kaplan Professional
		Lead Team	Kaplan Professional
		Lead Team	Loyal Reliance Pte Ltd
		Facilitate Effective Work Teams	Mendaki Social Enterprise Network Singapore Pte Ltd
		Support Team	Mendaki Social Enterprise Network Singapore Pte Ltd
		Lead Team	Mendaki Social Enterprise Network Singapore Pte Ltd
		Support Team powered by John Maxwell	NTUC LearningHub Pte Ltd
		Lead Team	NTUC LearningHub Pte Ltd
		Building a High Performance Team (I)	ROHEI Corporation Pte Ltd
		Art of Leadership: Influence & Manage your Team for Results	ROHEI Corporation Pte Ltd
		Support Team	SeraphCorp Institute Pte Ltd
		Lead Team	SeraphCorp Institute Pte Ltd
Support Team	Service Quality Centre Pte Ltd		

		Support Team	Singapore Chinese Chamber Institute of Business
		Lead Team	Singapore Chinese Chamber Institute of Business
		Developing and Engaging Your Team for Workplace Success	Singapore Institute of Management
		Dynamic Planning and Execution for Managers	Singapore Institute of Management
		Develop A Work Team	Singapore National Employers Federation
		Support Your Team Creatively	Singapore National Employers Federation
		Facilitate Effective Work Teams	SSA Consulting Group Pte Ltd
		Develop a Work Team	SSA Consulting Group Pte Ltd
		Lead Team Leaders to Develop Business Strategies and Governance Management	Training Masters Workforce Institute Pte Ltd
		Facilitate Effective Work Teams	Trillion Training (S) Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Absolute Kinetics Consultancy Pte Ltd
		Develop Self	Bootstrap Pte Ltd
		People Leadership Program	Capelle Academy Pte Ltd
		Leading through People	Capelle Academy Pte Ltd
		Manage Self	Charles Mann Training and Consultancy Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Comat Training Services Pte Ltd
		Lead Workplace Communication and Engagement	Eben Consultants (Far East) Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	E-Square Communication and Management Training Consultancy
		Decision Making & Self Mastery	Everest Innovation Pte Ltd
		Be an Achiever: Manage Self	Image Institute of Learning and Development Pte Ltd
		ES WSQ Effective Interactive and Relationship Management (Supervisory)	Integrated Learning Systems Pte Ltd
		ES-IP-301G-1 Facilitate Effective Communication & Engagement at the Workplace	Kaplan Professional
		ES-IP-401G-1 Lead Workplace Communication and Engagement	Kaplan Professional
		Manage Self	Kaplan Professional
		Develop Self	Kaplan Professional
		Facilitate Effective Communication and Engagement at the Workplace	Mendaki Social Enterprise Network Singapore Pte Ltd
		Manage Self	Mendaki Social Enterprise Network Singapore Pte Ltd
		Develop Self	Mendaki Social Enterprise Network Singapore Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Nanyang Polytechnic
		Facilitate Effective Communication and Engagement at the Workplace	Ngee Ann Polytechnic
		Lead Workplace Communication and Engagement	Ngee Ann Polytechnic
		Facilitate Effective Communication and Engagement at the Workplace (ES-IP-301G-1)	NTUC LearningHub Pte Ltd
		Lead Workplace Communication and Engagement (ES-IP-401G-1)	NTUC LearningHub Pte Ltd
		Manage Self	NTUC LearningHub Pte Ltd
		Develop Self powered by John Maxwell	NTUC LearningHub Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	PSB Corporation Pte Ltd
		Manage Self	Raffles Skills Lab International Training Centre Pte Ltd
		Manage Self	SeraphCorp Institute Pte Ltd
		Develop Self	SeraphCorp Institute Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Service Quality Centre Pte Ltd
		Lead Workplace Communication and Engagement	Service Quality Centre Pte Ltd
		Manage Self	Singapore Chinese Chamber Institute of Business
		Develop Self	Singapore Chinese Chamber Institute of Business
Communication	Intermediate		

		Developing Self Effectiveness for Business Performance	Singapore Institute of Management
		The Facilitative Leader of Self-Managed Teams	Singapore National Employers Federation
		Creative Leadership and Self Development Skills	Singapore National Employers Federation
		Facilitate Effective Communication and Engagement at the Workplace	The National University of Singapore Society
		Develop Self to Maintain Professional Competence at Managerial Level	Training Masters Workforce Institute Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Training Vision Institute Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace (Contextualised)	Training Vision Institute Pte Ltd
		Lead Workplace Communication and Engagement (Contextualised)	Training Vision Institute Pte Ltd
		Lead workplace communication and engagement	Training Vision Institute Pte Ltd
		Facilitate Effective Communication and Engagement at the Workplace	Trillion Training (S) Pte Ltd
		Lead Workplace Communication and Engagement	Trust Management Centre
		Cultivate Workplace Relationships	Alue Singapore Pte Ltd
		Emotional Intelligence: The Cutting Edge of Leadership	Capelle Academy Pte Ltd
		Enhancing Team Effectiveness	Capelle Academy Pte Ltd
		GROUP Excellence	Capelle Academy Pte Ltd
		Emotional Intelligence (EQ) for Top Performance at Work for Managers & Supervisors	CEQ Asia Pte Ltd
		Build Team Relationships	Charles Mann Training and Consultancy Pte Ltd
		WSQ Apply Emotional Competence to Manage Self and Team	Eagle Infotech Consultants Pte Ltd
		Bond to Excel: Cultivate Workplace Relationship	Image Institute of Learning and Development Pte Ltd
		Build Team Relationships	Kaplan Professional
		Cultivate Workplace Relationships	Kaplan Professional
		Apply Emotional Competence to Manage Self and Team	Mendaki Social Enterprise Network Singapore Pte Ltd
		Build Team Relationships	Mendaki Social Enterprise Network Singapore Pte Ltd
		Build Team Relationships powered by John Maxwell	NTUC LearningHub Pte Ltd
		Cultivate Workplace Relationships powered by John Maxwell	NTUC LearningHub Pte Ltd
		Leading for Results	ODE Consulting Pte Ltd
		Cultivate Workplace Relationships	Raffles Skills Lab International Training Centre Pte Ltd
		WSQ Emotional Intelligence @ Work for Managers	ROHEI Corporation Pte Ltd
		WSQ Emotional Intelligence @ Work for Managers - 16hr	ROHEI Corporation Pte Ltd
		Advance your Influence & Communication Skills with Emotional Intelligence (Includes follow-up Group Coaching session)	ROHEI Corporation Pte Ltd
		Advance Your Influence & Communication Skills with Emotional Intelligence	ROHEI Corporation Pte Ltd
		Build Team Relationships	SeraphCorp Institute Pte Ltd
		Cultivate Workplace Relationships	SeraphCorp Institute Pte Ltd
		Build Team Relationships	Service Quality Centre Pte Ltd
		Build Team Relationships	Singapore Chinese Chamber Institute of Business
		Cultivate Workplace Relationships	Singapore Chinese Chamber Institute of Business
		Mastering Personal Effectiveness and Emotional Competence	Singapore Institute of Management
		The Job of the Manager (JOMAN): Essential Managerial Techniques	Singapore Institute of Management
		Apply emotional competence to manage self & others in business context (SD)	Singapore Institute Of Retail Studies (SIRS)
		Apply Emotional Competence to Manage Self and Others in a Business Context	Singapore National Employers Federation
		Build Positive Team Relationships	Singapore National Employers Federation
		Cultivate Workplace Relationships to Optimise Team Performance	Singapore National Employers Federation
		Apply Emotional Competence to Manage Self and Team	SSA Consulting Group Pte Ltd
Interpersonal Skills	Intermediate		

		Apply Emotional Competence to Manage Self and Others in a Business Context	SSA Consulting Group Pte Ltd
		Cultivate Workplace Relationships and Diversity	Training Masters Workforce Institute Pte Ltd
Creative Thinking	Intermediate	Foster Service Innovation	Capelle Academy Pte Ltd
		ES WSQ Foster Team Adaptability (Level 3)	Civil Service College
		WSQ Foster Team Adaptability	Eagle Infotech Consultants Pte Ltd
		Foster Team Adaptability	Image Institute of Learning and Development Pte Ltd
		WSQ Service Design	Institute of Systems Science, National University of Singapore
		Foster Service Innovation	Kaplan Professional
		Foster Team Adaptability	Mendaki Social Enterprise Network Singapore Pte Ltd
		Foster Team Adaptability	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation powered by ESSEC	NTUC LearningHub Pte Ltd
		WSQ Foster Service Innovation powered by Disney Institute	NTUC LearningHub Pte Ltd
		Foster Service Innovation	Service Quality Centre Pte Ltd
		Foster Service Innovation	Singapore Chinese Chamber Institute of Business
		Foster Team Adaptability	Singapore National Employers Federation
		Foster Service Innovation	Singapore National Employers Federation
		Foster Team Adaptability	SSA Consulting Group Pte Ltd
Foster Service Innovation	Training Vision Institute Pte Ltd		