

Skills Framework for Hotel and Accommodation Services

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

Sales and Marketing

Job Role	Programmes	Providers	
Director of Sales and Marketing	Bachelor of Hospitality Business (Honours)	Singapore Institute of Technology	
	Diploma in Business Management	Nanyang Polytechnic	
	Diploma in Business Practice (Customer Relationship & Service Management)	Nanyang Polytechnic	
	Diploma in Business Practice (Hospitality & Tourism Management)	Nanyang Polytechnic	
	Diploma in Hospitality & Tourism Management	Nanyang Polytechnic	
	Diploma in Interaction Design	Nanyang Polytechnic	
	Director of Marketing Communications/Director of Public Relations/Assistant Director of Marketing Communications/Assistant Director of Public Relations	Diploma in Marketing	Nanyang Polytechnic
	Marketing Communications Manager/Digital Marketing Manager/Public Relations Manager/Assistant Marketing Communications Manager/Assistant Digital Marketing Manager/Assistant Public Relations Manager	Diploma in Visual Communication	Nanyang Polytechnic
	Marketing Communications Executive/Digital Marketing Executive/Public Relations Executive	Modular Certificate in Hospitality Management	Nanyang Polytechnic
	Marketing Communications Officer/Digital Marketing Officer/Sales and Marketing Officer	Diploma in Hotel and Leisure Facilities Management	Ngee Ann Polytechnic
Director of Sales/Director of Catering/Assistant Director of Sales/Assistant Director of Catering	Diploma in Tourism & Resort Management	Ngee Ann Polytechnic	

Sales Manager/Catering Sales Manager/Assistant Sales Manager/Assistant Catering Sales Manager	Specialist Diploma in Hospitality Business Management	Republic Polytechnic
Sales Executive/Catering Sales Executive	Diploma in Business	Republic Polytechnic
Sales Coordinator/Catering Sales Coordinator	Diploma in Business Practice (Hospitality Management)	Republic Polytechnic
	Diploma in Consumer Behaviour and Research	Republic Polytechnic
	Diploma in Hotel and Hospitality Management	Republic Polytechnic
	Diploma in Mass Communication	Republic Polytechnic
	Diploma in Hospitality & Tourism Management	Temasek Polytechnic
	Higher Nitec in Hospitality Operations	Institute of Technical Education