

Skills Framework for Hotel and Accommodation Services

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

Sales and Marketing

Job Role:

Director of Marketing Communications/Director of Public Relations/
Assistant Director of Marketing Communications/Assistant Director of Public
Relations

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	4	Introduction to Finance for Small Business	Asian Culinary Institute of Singapore
			Manage Budgeting and Forecasting Processes for the Business Unit	SHATEC Institutes Pte. Ltd.
			Manage Budgeting and Forecasting Processes for the Business Unit	Singapore National Employers Federation
			Financial Analysis and Business Decisions for Non-Finance Managers	NUS School of Continuing and Lifelong Education (SCALE)
General Management	Business Negotiation	5	Getting to Yes, The Art of Successful Negotiation	The Leadership Institute Pte. Ltd.
Business Development	Business Presentation Delivery	5	Managing Disruption with Future-Proof Workplace Communication Skills	NUS School of Continuing and Lifelong Education (SCALE)
Sales and Marketing	Customer Behaviour Analysis	5	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Analytics Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data-driven Customer Experience	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
			Understanding Big Data & Data Analytics for Hospitality Professionals	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Infocomm Technology and Data	Data Analytics	4	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Analytics Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation in Python	NUS School of Continuing and Lifelong Education (SCALE)
			Data-driven Customer Experience	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
			Understanding Big Data & Data Analytics for Hospitality Professionals	SITLEARN Professional Development, Singapore Institute of Technology (SIT)

Marketing Communications	Digital Marketing	5	Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
People Management	People Development	4	Develop Team Leaders Through Capability Development and Coaching	Aaarya Business College Pte. Ltd.
			Coaching for Performance and Capability Development	BP Coach Training Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching	Force 21 Equipment Pte Ltd
			Develop Team Leaders through Capability Development and Coaching	Mendaki Social Enterprise Network Singapore Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching.	NATC Institute Pte. Ltd.
			WSQ Develop Team Leaders through Capability Development and Coaching powered by John Maxwell	NTUC Learninghub Pte. Ltd.
			Develop Team Leaders through Capability Development and Coaching (Develop Team)	Raffles Skills Lab International Training Centre Pte. Ltd.
			LPM Enable People.	SeraphCorp Institute Pte. Ltd.
			Develop Design Thinking Skills Coaches	SSTC Institute Pte. Ltd.
			Enable People	Training Vision Institute Pte. Ltd.
Workplace Coaching Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)			
Marketing Communications	Social Media Marketing	5	Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Infocomm Technology and Data	Technology Adoption and Innovation	5	From Ideas to Assets: Industry 4.0 and Innovation Management in the Digital Economy	NUS School of Continuing and Lifelong Education (SCALE)
			Innovation Management for Leaders in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
			Innovation Management for Managers/Supervisors in the Hospitality Sector	SITLEARN Professional Development, Singapore Institute of Technology (SIT)

For Generic Skills and Competencies (GSCs) programme listing, please refer to Section (v) (c) - View the *Training Programmes for Generic Skills and Competencies (GSCs)* section, or click on this [link](#) to view the GSCs Programme Listing.