

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:

Marketing Communications Executive/Digital Marketing Executive/Public Relations Executive

Full Qualification Programmes	Providers
Specialist Diploma in Visual Communication	Nanyang Polytechnic

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Management	Budgeting	3	Financial Analysis and Business Decisions for Non-Finance Managers	NUS School of Continuing and Lifelong Education (SCALE)
General Management	Business Negotiation	3	Apply Basic Negotiation skills and techniques	Auston Institute of Management Pte. Ltd.
			Essential Skills for Negotiation	Capelle Academy Pte. Ltd.
			Apply Basic Negotiation Skills and Techniques	Institute of Singapore Chartered Accountants
			Winning Ways in Successful Negotiations	Malvern International Academy Pte. Ltd.
			WSQ Apply Basic Negotiation Skills and Techniques	SFIC Institute Pte. Ltd.
			Apply Basic Negotiation Skills And Techniques	Singapore Chinese Chamber Institute of Business
			Developing Self Effectiveness for Business Performance.	Singapore Institute of Management (SIM)
			BM WSQ: Apply Basic Negotiation Skills and Techniques	Singapore National Employers Federation
			Apply Basic Negotiation Skills and Techniques	Singapore Training & Development Association (STADA)
			Getting to Yes, The Art of Successful Negotiation	The Leadership Institute Pte. Ltd.
Sales and Marketing	Customer Behaviour Analysis	3	Analyse the Impact of Customer Behaviour on Sales & Marketing Strategies	Auston Institute of Management Pte. Ltd.
			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)
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)			

Infocomm Technology and Data	Data Analytics	3	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	3	Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Market Profiling	3	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
Sales and Marketing	Market Research	3	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)
Sales and Marketing	Market Trend Analysis	3	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)
			Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Marketing Communications	Social Media Marketing	3	Using Digital Marketing to Optimising Revenues and acquiring Customers	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.