

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 Manager/Digital Marketing Manager/Public Relations Manager/
Assistant Marketing Communications Manager/Assistant Digital Marketing Manager/Assistant Public Relations Manager

Full Qualification Programmes	Providers
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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)
Sales and Marketing	Customer Behaviour Analysis	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-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	4	Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Market Trend Analysis	4	Customer Insight 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)
			Develop Team Leaders Through Capability Development and Coaching	Aaarya Business College Pte. Ltd.

People Management	People Development	4	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)
Customer Experience	Service Brand	4	Manage the Service Brand	Training Vision Institute Pte. Ltd.
Marketing Communications	Social Media Marketing	4	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	4	From Ideas to Assets: Industry 4.0 and Innovation Management in the Digital Economy	NUS School of Continuing and Lifelong Education (SCALE)

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.