

Skills Framework for Tourism

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

Business Development, Sales, Sponsorships and Marketing

Job Role:
Assistant Marketing Executive

Full Qualification Programmes	Providers
Specialist Diploma in MICE & Events Management	Temasek Polytechnic

Technical Skills and Competencies (TSC)				
Category	Title	Proficiency Level	Modular Programmes	Providers
Business Development, Sales and Marketing	Brand Campaign Management	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
			Project Management	Singapore University of Social Sciences
	Brand Guideline Development	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
	Brand Portfolio Management	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
	Digital Marketing	2	Data Analytics Begins with ME	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Marketing Analytics	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Case Studies in Marketing Management	Singapore University of Social Sciences
			Internet & Social Media Marketing	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT351 Consumer Behaviour	Singapore University of Social Sciences
	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic		
	E-Commerce Campaign Management	2	Data Analytics Begins with ME	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Data-driven Customer Experience	National University of Singapore
			Marketing Analytics	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
Retail Management			Singapore University of Social Sciences	
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Market Research	2	Data Analytics Begins with ME	National University of Singapore	
		Data Visualisation Begins with Me	National University of Singapore	
		Marketing Analytics	National University of Singapore	
		Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
		MKT390 Marketing Research	Singapore University of Social Sciences	
		Multivariate Analysis	Singapore University of Social Sciences	
		Statistics	Singapore University of Social Sciences	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Marketing Campaign Management	2	Data Visualisation Begins with Me	National University of Singapore	
		Marketing Analytics	National University of Singapore	
		Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		Case Studies in Marketing Management	Singapore University of Social Sciences	
		MKT202 Marketing Management	Singapore University of Social Sciences	
		MKT351 Consumer Behaviour	Singapore University of Social Sciences	
MKT358 Integrated Marketing Communications	Singapore University of Social Sciences			
Marketing Communications Plan Development	2	Marketing Analytics	National University of Singapore	
		Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		Case Studies in Marketing Management	Singapore University of Social Sciences	
		MKT202 Marketing Management	Singapore University of Social Sciences	
			MKT351 Consumer Behaviour	Singapore University of Social Sciences

			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
	Media Platforms Management	2	Data Analytics Begins with ME	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
	Media Strategy Development	2	Data Analytics Begins with ME	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
	Social Media Management	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Internet & Social Media Marketing	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT358 Integrated Marketing Communications	Singapore University of Social Sciences
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Visual Collaterals Production	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
	Website Design	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Website Performance Management	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
Business Management	Budgeting	2	Financial Analysis and Business Decisions for Non-Finance Managers	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
	Content Writing and Editing	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Data Mining and Modelling	2	Data Analytics Begins with ME	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Design Concepts Generation	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
Infographics and Data Visualisation	2	Data Visualisation Begins with Me	National University of Singapore	
		Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT390 Marketing Research	Singapore University of Social Sciences	
		Multivariate Analysis	Singapore University of Social Sciences	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
Stakeholder Management	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
		MKT361 Business-to-Business Marketing	Singapore University of Social Sciences	
		Modular Certificate in Customer Service Excellence	Temasek Polytechnic	
		Modular Certificate in MICE Management	Temasek Polytechnic	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
Strategy Implementation	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Tourism and Economic Development	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
Infocomm Technology Management	Technology Application	2	Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			IT-enabled Business Transformation	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			Customer Relationship Management	Republic Polytechnic
		Service Quality and Professional Etiquette	Republic Polytechnic	

	Technology Scanning	2	MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic