

## 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:  
Marketing Director

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development, Sales and Marketing	Brand Campaign Management	5	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	5	Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
	Brand Portfolio Management	5	Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
	Digital Marketing	5	Marketing Analytics	National University of Singapore
			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
	E-Commerce Campaign Management	5	MKT351 Consumer Behaviour	Singapore University of Social Sciences
			Data Analytics Begins with ME	National University of Singapore
Data Visualisation Begins with Me			National University of Singapore	
Marketing Analytics			National University of Singapore	
MKT202 Marketing Management			Singapore University of Social Sciences	
Market Research	5	MKT358 Integrated Marketing Communications	Singapore University of Social Sciences	
		Retail Management	Singapore University of Social Sciences	
		Marketing Analytics	National University of Singapore	
		Digital Marketing - Search Engine Marketing	Singapore Management University	
		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			
Marketing Campaign Management	5	WSQ Direct Market Research (SFw)	Tourism Management Institute of Singapore Pte Ltd	
		Marketing Analytics	National University of Singapore	
		Case Studies in Marketing Management	Singapore University of Social Sciences	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Marketing Communications Plan Development	5	MKT351 Consumer Behaviour	Singapore University of Social Sciences	
		MKT358 Integrated Marketing Communications	Singapore University of Social Sciences	
		Marketing Analytics	National University of Singapore	
		Case Studies in Marketing Management	Singapore University of Social Sciences	
Media Strategy Development	5	MKT202 Marketing Management	Singapore University of Social Sciences	
		Data Analytics Begins with ME	National University of Singapore	
		Data Visualisation Begins with Me	National University of Singapore	
Social Media Management	5	Marketing Analytics	National University of Singapore	
		MKT358 Integrated Marketing Communications	Singapore University of Social Sciences	
		Internet & Social Media Marketing	Singapore University of Social Sciences	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Business Data Analysis	5	MKT358 Integrated Marketing Communications	Singapore University of Social Sciences	
		Financial Analysis and Business Decisions for Non-Finance Managers	National University of Singapore	
	5	MKT202 Marketing Management	Singapore University of Social Sciences	
		Data Analytics Begins with ME	National University of Singapore	
		Data Analytics for Managers	National University of Singapore	
		Data-driven Customer Experience	National University of Singapore	
		Marketing Analytics	National University of Singapore	
		Basic Data Analytics @ Work	Singapore Management University	
		Building Business Intelligence & Analytics Function	Singapore Management University	
		Business Analytics in Practice	Singapore Management University	
		Certified Analytical Professional	Singapore Management University	
		Data Analytics - Communication Insights	Singapore Management University	
		Data Analytics for Managers	Singapore Management University	
		Data Visualisation	Singapore Management University	
		Extracting Business Value through Business Analytics	Singapore Management University	

Business Management			SMU-Deloitte Data Driven Design: Harnessing the Power of Predictive Analytics	Singapore Management University
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
			Statistics	Singapore University of Social Sciences
	Business Performance Management	5	LEAN Six Sigma Foundation (Black Belt)	National University of Singapore
			Business Essentials: Strategies for Growth	Singapore Management University
			Digital Business: Technologies and Transformation	Singapore Management University
			Lean Six Sigma Black Belt Certification	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
	Corporate Governance	5	MKT202 Marketing Management	Singapore University of Social Sciences
			Company & Tort Law	Singapore University of Social Sciences
	Infographics and Data Visualisation	5	Data Visualisation Begins with Me	National University of Singapore
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
Organisational Vision, Mission and Values Formulation	5	Business Agility	National University of Singapore	
		Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University	
		NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University	
Stakeholder Management	5	Future-Proofing My Leadership Begins with Me	National University of Singapore	
		Advanced Communication Strategies: Using Strategic Persuasion To Get What You Want	Singapore Management University	
		International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University	
		NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University	
		MKT202 Marketing Management	Singapore University of Social Sciences	
		MKT361 Business-to-Business Marketing	Singapore University of Social Sciences	
Strategy Planning	5	Business Essentials: Evidence-Based Talent Management	Singapore Management University	
		Business Essentials: Strategies for Growth	Singapore Management University	
		Lean Six Sigma Black Belt Certification	Singapore Management University	
		Starting and Managing a Business	Singapore University of Social Sciences	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Human Resource Management	Employee and Labour Relations	5	International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
	Learning and Development	5	HR Analytics	National University of Singapore
			Workplace Coaching Begins with Me	National University of Singapore
			Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
	Succession Planning	5	Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
Business Essentials: Evidence-Based Talent Management			Singapore Management University	
MKT202 Marketing Management			Singapore University of Social Sciences	
			Selected Topics in Management	Singapore University of Social Sciences
			Starting and Managing a Business	Singapore University of Social Sciences
Infocomm Technology Management	Technology Scanning	5	Digital Business: Technologies and Transformation	Singapore Management University
			MKT202 Marketing Management	Singapore University of Social Sciences