

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 Executive

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

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
	Brand Campaign Management	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
			Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Service Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Post-Diploma Certificate in Design Practice	Nanyang 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
	Brand Guideline Development	3	Project Management	Singapore University of Social Sciences
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
			Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Service Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic
	Brand Portfolio Management	3	Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
			Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Service Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
	Digital Marketing	3	Post-Diploma Certificate in Design Practice	Nanyang Polytechnic
			Brand Management	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
			Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Service Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic
			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
			Case Studies in Marketing Management	Singapore University of Social Sciences
			Internet & Social Media Marketing	Singapore University of Social Sciences
	E-Commerce Campaign Management	3	MKT202 Marketing Management	Singapore University of Social Sciences
			MKT351 Consumer Behaviour	Singapore University of Social Sciences
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
			Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Service Management	Nanyang Polytechnic
Modular Certificate in Tourism Management			Nanyang Polytechnic	
Post-Diploma Certificate in Design Practice			Nanyang Polytechnic	
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	
		Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
		Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic

Business Development,
Sales and Marketing

Market Research	3	Modular Certificate in Tourism Management	Nanyang Polytechnic		
		Post-Diploma Certificate in Design Practice	Nanyang Polytechnic		
		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	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
Modular Certificate in MICE Management	Nanyang Polytechnic				
Modular Certificate in Service Management	Nanyang Polytechnic				
Modular Certificate in Tourism Management	Nanyang Polytechnic				
Post-Diploma Certificate in Design Practice	Nanyang Polytechnic				
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	3			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
				Modular Certificate in MICE Management	Nanyang Polytechnic
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
		Post-Diploma Certificate in Design Practice	Nanyang Polytechnic		
		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	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
				Modular Certificate in MICE Management	Nanyang Polytechnic
Modular Certificate in Service Management	Nanyang Polytechnic				
Modular Certificate in Tourism Management	Nanyang Polytechnic				
Post-Diploma Certificate in Design Practice	Nanyang Polytechnic				
Data Analytics Begins with ME	National University of Singapore				
Data Visualisation 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	3			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
				Modular Certificate in MICE Management	Nanyang Polytechnic
				Modular Certificate in Service Management	Nanyang Polytechnic
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
		Post-Diploma Certificate in Design Practice	Nanyang Polytechnic		
		Data Analytics Begins with ME	National University of Singapore		
		Data Visualisation Begins with Me	National University of Singapore		
		MKT358 Integrated Marketing Communications	Singapore University of Social Sciences		
		Social Media Management	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
				Modular Certificate in MICE Management	Nanyang Polytechnic
				Modular Certificate in Service Management	Nanyang Polytechnic
				Modular Certificate in Tourism Management	Nanyang Polytechnic
				Post-Diploma Certificate in Design Practice	Nanyang Polytechnic
				Data Analytics Begins with ME	National University of Singapore
Data Visualisation Begins with Me	National University of Singapore				
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				
				Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		

	Visual Collaterals Production	3	Modular Certificate in Tourism Management	Nanyang Polytechnic	
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			Customer Relationship Management	Republic Polytechnic	
			Service Quality and Professional Etiquette	Republic Polytechnic	
	Website Design	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
			Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
	Website Performance Management	3	Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
			Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
			Customer Relationship Management	Republic Polytechnic	
			Service Quality and Professional Etiquette	Republic Polytechnic	
Business Management	Budgeting	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
			Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
				Post-Diploma Certificate in Design Practice	Nanyang Polytechnic
				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	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic		
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			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	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic		
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
			Data Analytics for Managers	National University of Singapore	
			MKT390 Marketing Research	Singapore University of Social Sciences	
			Multivariate Analysis	Singapore University of Social Sciences	
Design Concepts Generation	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic		
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			Customer Relationship Management	Republic Polytechnic	
			Service Quality and Professional Etiquette	Republic Polytechnic	
Infographics and Data Visualisation	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic		
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			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	
Stakeholder Management	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic		
		Modular Certificate in MICE Management	Nanyang Polytechnic		
		Modular Certificate in Service Management	Nanyang Polytechnic		
		Modular Certificate in Tourism Management	Nanyang Polytechnic		
			Future-Proofing My Leadership 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	
			MKT361 Business-to-Business Marketing	Singapore University of Social Sciences	
			Post-Diploma Certificate in Events Management	Temasek Polytechnic	
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
			Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	

	Strategy Implementation	3	Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
			Post-Diploma Certificate in Design Practice	Nanyang Polytechnic	
			Customer Relationship Management	Republic Polytechnic	
			Service Quality and Professional Etiquette	Republic Polytechnic	
			MKT202 Marketing Management	Singapore University of Social Sciences	
	Tourism and Economic Development	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
			Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
			Customer Relationship Management	Republic Polytechnic	
			Service Quality and Professional Etiquette	Republic Polytechnic	
			Post-Diploma Certificate in Events Management	Temasek Polytechnic	
Infocomm Technology Management	Technology Application	3	Modular Certificate in Customer Relationship Management	Nanyang Polytechnic	
			Modular Certificate in MICE Management	Nanyang Polytechnic	
			Modular Certificate in Service Management	Nanyang Polytechnic	
			Modular Certificate in Tourism Management	Nanyang Polytechnic	
			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	
	Technology Scanning	3	3	MKT202 Marketing Management	Singapore University of Social Sciences
				Post-Diploma Certificate in Events Management	Temasek Polytechnic
				Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
				Modular Certificate in Customer Relationship Management	Nanyang Polytechnic
				Modular Certificate in MICE Management	Nanyang Polytechnic
				Modular Certificate in Service Management	Nanyang Polytechnic
Technology Scanning	3	3	Modular Certificate in Tourism Management	Nanyang Polytechnic	
			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	