

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:
Sponsorship Executive

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

Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Business Development, Sales and Marketing	Market Research	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	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
			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			
Business Management	Budgeting	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	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
	Business Data Analysis	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			LEAN Six Sigma Foundation (Black Belt)	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
	Continuous Improvement Management	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Lean Six Sigma (Yellow Belt)	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Lean Six Sigma	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			Total Quality Management	Singapore University of Social Sciences
	Data Mining and Modelling	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			Modular Certificate in Tourism Management	Nanyang Polytechnic
			Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
Post-Diploma Certificate in Events Management			Temasek Polytechnic	
Proposal Writing	3	Modular Certificate in MICE Management	Nanyang Polytechnic	
		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
			Modular Certificate in MICE Management	Nanyang Polytechnic

	Service Excellence	3	Modular Certificate in Tourism Management	Nanyang Polytechnic
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Business Excellence	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT363 Services Marketing	Singapore University of Social Sciences
	Retail Management	Singapore University of Social Sciences		
	Sponsorship Management	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			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
	Stakeholder Management	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			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
			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		
	Strategy Implementation	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			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	
Systems Thinking Application	3	Modular Certificate in MICE Management	Nanyang Polytechnic	
		Modular Certificate in Tourism Management	Nanyang Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Tourism and Economic Development	3	Modular Certificate in MICE 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	
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Infocomm Technology Management	Technology Application	3	Modular Certificate in MICE 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
			MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic		
	Technology Scanning	3	Modular Certificate in MICE Management	Nanyang Polytechnic
			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			