Module Synopsis

SP-SUSS Specialist Diploma in Digital Content Marketing / SP-SUSS Work-Study Post-Diploma (Specialist Diploma in Digital Content Marketing)

PDC 1:	**Post-Diploma Certificate in Digital Content Marketing (Part A)**	**(100 hours)**

1.	**MD9177:**	**Social Media Creation & Management**	**(50 hours)**

Social media for businesses goes beyond establishing an online presence. This module provides participants with an overview of how social media adds value for their client(s) and/or organisation and equips them to make strategic use of social media. It will take participants through the processes of social media auditing, social media strategies, community and crisis management, and social media measurement and analytics.

By the end of the module, participants will be able to:

a. Evaluate how various social media platforms and technologies are used in a business environment.
b. Apply social media content and management strategies and tactics in a business environment.
c. Evaluate social media content performance using social media measurement and analytics.
d. Appreciate emerging social media developments

2.	**MD9178:**	**Video Storytelling Techniques**	**(50 hours)**

Understanding the structure of a story is key to creating compelling content for brands. In this module, participants will learn how to tell a good story through video. Participants will learn the structure of a narrative, the basics of script development and visual story-telling techniques for social media platforms. Participants will then create videos using their own mobile devices and publish them to their social media accounts.

By the end of the module, participants will be able to:

a. Develop a brand story for clients.
b. Create short, branded videos using appropriate camera, light and sound techniques.
c. Edit short-branded videos for the appropriate social media platforms

A video editing software will be taught in this module.

PDC 1:	**Post-Diploma Certificate in Digital Content Marketing (Part B)**	**(100 hours)**

1.	**MD9179:**	**Digital Content Development**	**(50 hours)**

This module aims to build participants' knowledge in digital content marketing with a holistic view on branded content creation. Participants will acquire the skills to leverage a range of content creation and AI tools, tactics and techniques to create and manage powerful digital content. Participants will understand digital content, format, form and function in the digital context. They will also be trained to create digital content (written and visual) from the ground

up, or even using generative AI techniques, thereby enhancing their online presence and generating leads.

2.	**MD9180:**	**Digital Video Content Creation**	**(50 hours)**

Good quality video content that appeals to a specific demographic is key to a successful social media campaign. In this module, participants learn how to apply storytelling techniques to create different types of branded content for companies. In this course, participants will also have hands-on experience with professional video equipment and post-production techniques.

By the end of the module, participants will be able to:

a. Develop a branded content script in consideration of different video marketing strategies and video styles.
b. Plan for a production shoot
c. Create branded videos with camera, light and sound techniques.
d. Edit branded videos with video editing software and utilise AI tools.

Use of video equipment and video editing software will be taught in this module.

SUSS:	***SUSS module***	***(36 hours)***

1.	***SUSS:***	***Branding Using Social Media***	***(36 hours)***

Students will learn the core principles of brand management and apply them in the social media and digital environment. Students will also learn how to implement an integrated digital marketing programme through social media so as to maximise a brand's equity and attain its desired market position in the minds of consumers.

Note:

- PDC 1 - part A and B are conducted by SP.
- SUSS module is conducted by SUSS and it will be taken concurrently with PDC 1 - part B.