



CERTIFIED CONTENT MARKETING SPECIALIST (CCMS)

Lead the Content Revolution and Become an Authority in Your Industry

Companies who've sent their teams for upskilling



Our Graduates Work For Companies Like



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PROGRAMME OVERVIEW

The CCMS programme is designed to equip you with the skills and knowledge to excel in content marketing. You will learn how to create, manage, and optimise content across various digital platforms, ensuring your messages resonate with the right audience and drive meaningful engagement.



PROGRAMME HIGHLIGHTS

- Comprehensive understanding of digital content marketing strategies
- Hands-on training in copywriting and content creation
- Techniques for effective content distribution and promotion
- Real-world case studies and practical projects
- Expert instruction from industry professionals
- Flexible learning options to suit your schedule

LEARNING OUTCOMES

By the end of the CCMS programme, you will be able to:

- Develop and implement effective content marketing strategies
- Craft compelling copy and high-quality content
- Create engaging digital content that resonates with your audience
- Optimise content for search engines and social media platforms
- Measure and analyse the performance of content marketing campaigns



PROGRAMME MODULES

Digital Content Marketing

Learn the fundamentals of content marketing, including strategy development, audience analysis, and content planning.

- Learning Unit 1: Content Marketing Fundamentals
- Learning Unit 2: Content Planning (Design)
- Learning Unit 3: Content Creation (Develop)
- Learning Unit 4: Content Distribution (Deploy)
- Learning Unit 5: Content Measurement (Decode)

Copywriting & Content Writing

Master the art of persuasive writing and create content that engages and converts.

- Learning Unit 1: 'About Us' Is Not About You
- Learning Unit 2: Writing Content, Writing Copy
- Learning Unit 3: Key Approaches To Writing
- Learning Unit 4: Writing For Various Media
- Learning Unit 5: Psychology And Writing
- Learning Unit 6: The End In Mind And Beyond

Digital Content Creation

Explore various content formats, including video, graphics, and interactive media, and learn how to produce high-quality digital content.

- Learning Unit 1: Content Management Strategies & Guidelines
- Learning Unit 2: Visual Assets & Management Systems
- Learning Unit 3: Graphic Layouts For Content, Ads & Collateral
- Learning Unit 4: Animation & GIF Content Creation
- Learning Unit 5: Video & Audio Content Creation
- Learning Unit 6: Evaluation Of Content & Management Systems



The modules are methodically sequenced to provide a comprehensive and progressively advanced learning experience.

You commence with foundational principles of content marketing to grasp the overarching strategy. The subsequent module delves into the intricacies of writing, enabling you to craft compelling and effective content. The final module emphasises content creation, equipping you with the skills to produce diverse and engaging digital content.

This structured approach ensures the development of a well-rounded skill set, transforming you into a proficient and versatile content marketing specialist.





Certified Content Marketing Specialist

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Digital Content Creation

Explore various content formats, including video, graphics, & interactive media, & learn how to produce high-quality digital content.

Copywriting & Content Writing

Master the art of persuasive writing & create content that engages & converts.

Digital Content Marketing

Learn the fundamentals of content marketing, including strategy development, audience analysis, & content planning.

The CCMS programme is meticulously structured to develop your expertise in a logical progression.

Beginning with the Digital Content Marketing module, you will establish a solid foundation in content marketing principles and strategies. The Copywriting and Content Writing module focuses on refining your writing skills to produce persuasive and impactful content.

Finally, the Digital Content Creation module instructs you in the creation of various types of digital content, thereby enhancing your overall marketing efforts.



CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Content Marketing Specialist (CCMS) certificate issued by Equinet Academy.



WHY LEARN FROM US?



When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- ⦿ Industry-recognised WSQ Statement of Attainments
- ⦿ Real world hands-on projects
- ⦿ Comprehensive, up-to-date curriculum and courseware
- ⦿ Post-course coaching and mentorship
- ⦿ Career support services and job opportunities
- ⦿ Be part of an insider community with over 1000+ members



POST-TRAINING MENTORING



**Complete
Course**

**Complimentary
Resit of All
Modules**

**Coaching &
Mentoring**

**Job & Career
Outcomes**

Upon completing all 3 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years.

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT

Equinet Academy

- ✓ Instructors are subject matter experts
- ✓ Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)
- ✓ Courseware is up-to-date
- ✓ Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)
- ✓ Training is hands-on with real world project-based assignments
- ✓ WSQ Statement of Attainments are accredited by SkillsFuture Singapore
- ✓ Complimentary resit of all modules within 3 years
- ✓ Post-training support
- ✓ Career support and job matching

Other Institutes

- ✗ Instructors may not have sufficient subject matter expertise
- ✗ Instructors' teaching experience may be inadequate
- ✗ Courseware may be outdated
- ✗ Curriculum and lesson plan may be unstructured and lack engagement
- ✗ Training may be loaded with lectures without opportunity to practice concepts taught
- ✗ Certificate may not be recognised
- ✗ Retaking of modules may be chargeable
- ✗ Little to no support after the course
- ✗ No career services offered

INSTRUCTOR



Razy Shah

Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency in Singapore and Malaysia. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation.



Chris Minjoot

Chris is a senior marketing and communications professional with over 31 years of experience as both an in-house practitioner and a consultant. He has a flair for both creative and tactical writing & has contributed significantly to the growth and development of organisations from various industries, including education (MindChamps), entertainment (Tower Records), recruitment (ScienTec Consulting).



PROGRAMME FEES

Module 1: Digital Content Marketing

Course Fee: S\$975.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$380.25 (inclusive of 9% GST)

Module 2: Copywriting and Content Writing

Course Fee: S\$975.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$380.25 (inclusive of 9% GST)

Module 3: Digital Content Creation

Course Fee: S\$888.00 (exclusive of 9% GST)

Course Fee After Eligible SSG Subsidies: From S\$346.32 (inclusive of 9% GST)

Certified Content Marketing Specialist

Course Fee: From \$1106.82 (inclusive of 9% GST)

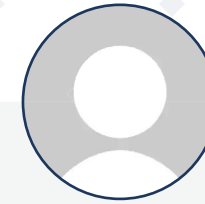


HEAR FROM OUR GRADUATES



“This course provides actionable tips, is affordable and also offers post-course training support. It is good that we were not introduced to too many different online writing tools. The tips on approaches (e.g. benefits over features) and how to write effective CTAs, headlines etc. were very useful. The classes are also held in a central location which is convenient

Priscilla Goy,
SG Enable



I will recommend those who want to start their content marketing journey to take this course. It focuses on touch base points and also goes into further details on what is expected as a content marketer.

Angela Tay
APM Asia



Tom is engaging and is knowledgeable in the field. He often uses real life examples to explain concepts taught in class and is prompt in making sure the class starts and ends on time. With what I have learnt, I am sure it will add value to my work. Thank you!

Ng Hwee Teng
RW Sentosa



Content marketing strategies were illustrated with relevant real life examples and case studies. Interactive group activities and discussions also made it easier for us to internalise the concepts. I highly recommend this course to marketers and those who want to develop content marketing skills and put into practice effectively

Regina Tan Jardine OneSolution (2001) Pte Ltd

FREQUENTLY ASKED QUESTIONS (FAQS)

Can I take the modules individually and in a different sequence?

Yes. However, this is not recommended unless you are able to meet the prerequisites for the course modules.

I have completed one individual module 2 years ago. If I complete the remaining modules, will I still attain the full certification?

Yes, you will be able to attain the full certification without time limit. However, it would be recommended to attend a complimentary refresher course before proceeding with the remaining modules.

What are the pre-requisites to enrol into this course?

You are required to have basic computer navigational skills such as opening and closing, dragging and dropping, copying and pasting of files. Some knowledge of sales and marketing concepts will be useful, although not a requirement.

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support](#) channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.







Transforming Marketers
For The **Digital Economy**

Lead the Content Revolution and Become an Authority in Your Industry

Apply Now

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