

# Digital Marketing Career Programme (DMCP)

Become a competent digital marketer through hands-on learning and real-world project assignments. Tap on our network of hiring partners to showcase your portfolio and land a job in digital marketing.

This programme consists of WSQ course modules accredited by SkillsFuture Singapore.



Our Graduates Work For Companies Like



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# Choose Your Digital Marketing Career Pathway

## GET PLACED IN A DIGITAL MARKETING JOB

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A senior digital marketer can command a salary of up to \$180,000 per annum. According to Glassdoor, PayScale, and Robert Walters, the starting monthly salary of a digital marketer ranges from \$2,500 to \$3,500 per month.

It is difficult to enter the industry without experience or a portfolio. Even as an intern, companies and digital agencies look for candidates with prior experience or an existing portfolio.

### This programme will help you:

- Enhance your resume (CV)
- Build your portfolio
- Be equipped with the experience and practical skills to become a sought-after job candidate
- Land job interviews with potential employers

## BECOME A FREELANCE DIGITAL MARKETER

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Earn per project (project-based) or recurring (retainer-based) model as a freelance digital marketer. According to an [article](#) published on Indeed, freelance digital marketers can charge anywhere between \$50 to \$200 per hour.

However, it can be difficult to secure a pitch to SME business owners and corporations without a strong personal brand or connections.

### This programme will provide you with:

- Industry networking opportunities
- One-to-one connections with local businesses
- Exposure to a global client database

# Overview

## Digital Marketing Career Programme

Our Digital Marketing Career Programme is structured into four key phases to guide you from pre-qualification to job placement.

**Phase 1: Pre-qualification** The journey begins with submitting your CV and taking assessment questions to determine your preferred industry, expected starting salary, and area of specialisation. You'll then schedule an interview with a career consultant or record a video interview.

**Phase 2: Programme Acceptance** Once accepted, you'll enrol in the programme and either source a host organisation or get assistance to secure one. You'll complete a series of courses tailored to enhance your skills and knowledge.

**Phase 3: Portfolio Building** To build your portfolio, you'll participate in group mentoring sessions, have direct contact with your assigned mentor, and complete a capstone project that showcases your expertise.

**Phase 4: Job Placement** In the final phase, you'll receive career advice and mentoring, along with a job-seeking assistance package that includes creating an alumni portfolio card and outreach to hiring partners and employers. You'll benefit from job interview coordination support that align with your career goals.

Flow chart for digital marketing career programme and job placement outcomes:



*This structured workflow ensures you are well-prepared and confident as you embark on your digital marketing career.*

# Workflow and Timeline

## Digital Marketing Career Programme

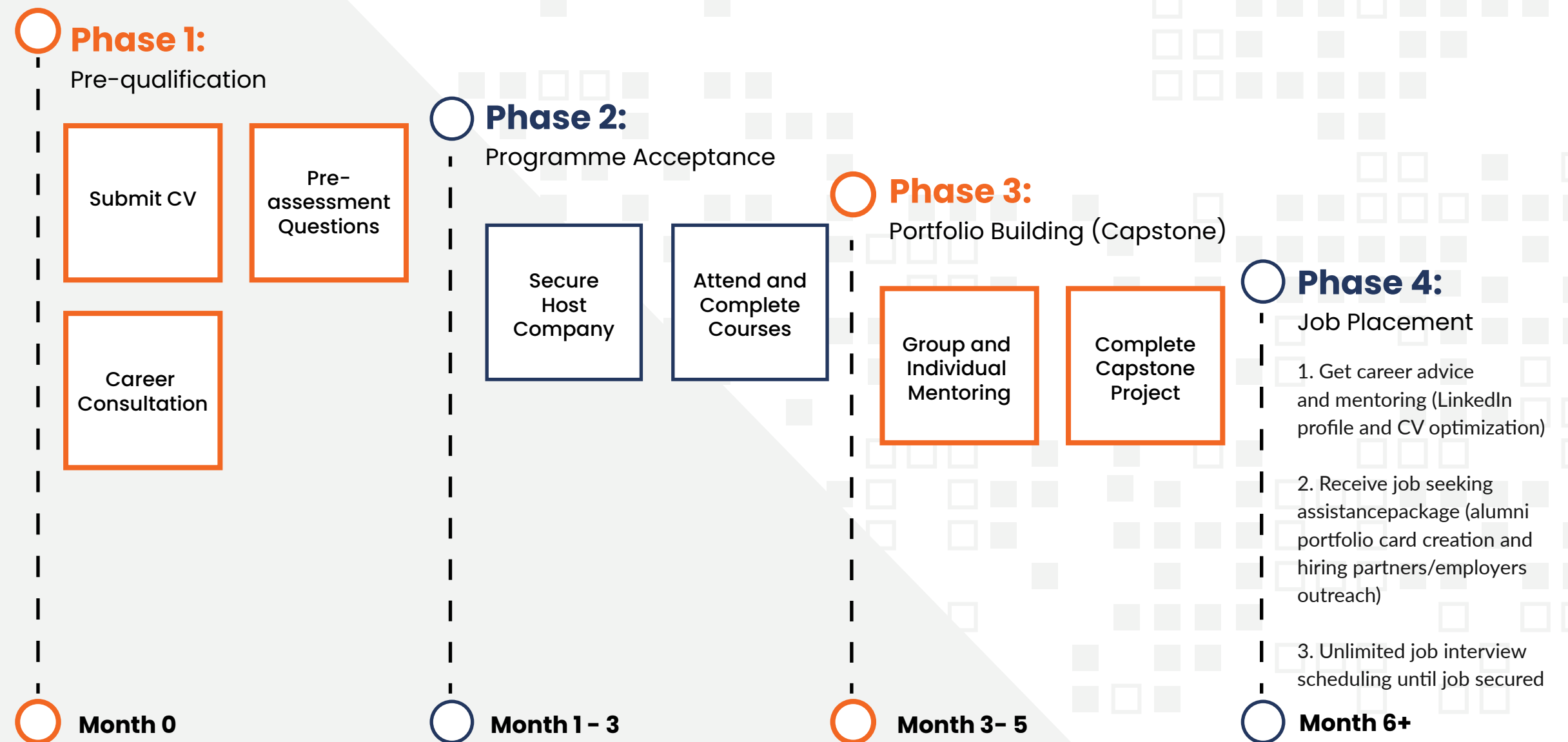
This structured workflow with timelines ensures you are well-prepared and confident as you embark on your digital marketing career.

The entire duration of this entire programme spans 5-6 months upon programme acceptance. Upon programme acceptance, you will enrol into the Certified Digital Marketing Strategist (CDMS) v2 course. The timeline from the first CDMS v2 module to the seventh module ranges from 2 to 3 months, depending on the intake schedule. You may also opt to enrol for more specialised elective modules depending on which areas of digital marketing you intend to specialise in.

It would be recommended to source for a host organisation/attachment company on your own before enrolling into the programme, as this will enable you to use the host organisation's company in the class activities and case studies for better real world context. If you are unable to secure a host organisation before the start of the programme, we will assist you in sourcing a host organisation during the CDMS v2 programme. [Download the host organisation outreach kit here.](#)

After completion of the CDMS v2 modules, you will begin working on your digital marketing capstone project and attending regularly scheduled mentoring sessions (bi-monthly) for a minimum duration of 3 months. You will also have direct contact with your assigned mentor who will guide you through the completion of your digital marketing capstone project.

You will then proceed to the job placement phase where we will create a portfolio card for you and secure you job interviews through our extensive network of hiring partners.



# Digital Marketing Career Programme Modules

Depending on the area of digital marketing you wish to specialise in, your selection of courses can be customised to suit your ***digital marketing career progression*** goals.

The prerequisite to be admitted into this programme is to enrol in the ***Certified Digital Marketing Strategist (CDMS) v2 Programme***. This programme will develop your core skills in digital marketing and consists of the following course modules:

***Module 1 Digital Marketing Essentials***

***Module 2 Digital Advertising***

***Module 3 Social Media Marketing***

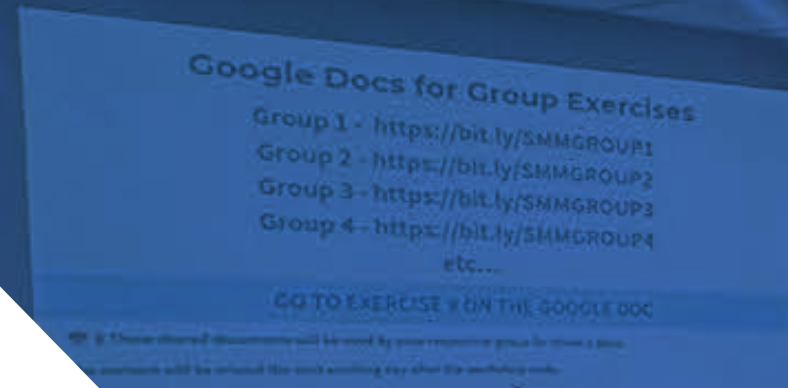
***Module 4 Digital Content Marketing***

***Module 5 Search Engine Optimisation (SEO)***

***Module 6 Email Marketing***

***Module 7 Digital Marketing Analytics (Google Analytics)***





# Capstone Project

Individual Portfolio Project – Digital Marketing Strategy and Implementation

**Sample Portfolio (Graduate 1)**

**Sample Portfolio (Graduate 2)**

If you wish to specialise in specific digital marketing disciplines such as Social Media Marketing, Paid Advertising, and Search Engine Marketing, there are a number of specialist and advanced courses you can enrol into to further specific skill sets.

Our career consultants will be able to advise you on the best pathway forward that will align with your ambitions.



# Why Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also 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





# Why We Are Different

## WHY EQUINET

- ✓ 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

# Post-programme Mentorship And Career Outcomes

Our career service support personnel and industry mentors will be readily available to follow up and guide you even after successful job placement and freelance work engagement.

We are dedicated to securing you job placements and freelance work through the following initiatives:



Providing guidance in building and enhancing your Resume (CV)



Providing mentorship in building your portfolio to showcase your skills and experience



Organising job fairs to connect you with businesses



One-to-one job matching and freelance work engagements



Job placements and freelance work referrals through our established business network



# Meet Some of your **Instructors & Mentors**



## Razy Shah

Razy Shah is the co-founder of 2Stallions Digital Marketing Agency—an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. 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. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.



## Shaun Lee

Shaun is a highly skilled and engaging trainer with over 11+ years of experience in digital marketing and business development. He is an expert in various digital marketing strategies, including performance marketing, web analytics, social media marketing, SEO, and paid search. He brings real-world experience from working for top brands like Bytedance, Amazon, LinkedIn, and Vision Critical, enabling him to provide practical insights and actionable strategies.



## Walter Lim

Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.



## Ian Ong

Ian is the co-founder of Roots Digital, an award-winning digital marketing agency headquartered in Singapore, who has worked with great brands like Microsoft, Intel, BRAND'S, Takashimaya and more. He led the company to receive numerous industry-recognised awards from Marketing Interactive and expand its footprint to countries like the Philippines, Malaysia and Indonesia.

# Admission Criteria

Applicants should have a keen interest in digital marketing and advancing digital technologies, possess basic computer navigational and research skills, and be committed to job placement and freelance work.

All applicants will be scheduled for an interview and be required to submit a resume (CV) and complete a pre-enrolment assessment to ascertain their suitability for the programme.

The minimum entry requirements for the programme are as follows:

- 1 GCE 'O' level or equivalent ( $\geq 21$  years old); or
- NITEC/Higher NITEC ( $\geq 21$  years old); or
- Mature candidates ( $\geq 30$  years old with 8 years' work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

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.

# Hear From Our Graduates

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“I attended a few Digital Marketing classes under different institutions. Equinet Academy is my best learning partner in the field. The Certified Digital Marketing Strategist course agenda and contents were well thought through, with practical exercises for me to do during the class. Their trainers are approachable and willing to teach/guide, even after the classes.

They offer free refresher classes and workshops for their students too, ensuring their students are well equipped with the acquired skills to perform our work/profession well. I have benefited a lot from their training. I have applied the skills in my course of work better e.g. briefing my agencies on the media buy, SEO and using the Analytics to draw insights for our Digital advertising.”

**Michelle Lee**

Director of Marketing, Asia Pacific,  
Little Caesars Enterprises Inc.

”

“I have benefited very much from the training programme. In my previous company, I headed the multi-channel marketing function. Now armed with comprehensive digital marketing knowledge and skills (from planning to execution), I have great confidence in spearheading my company’s digital marketing efforts on platforms and including digital marketing related work/services as part of my company’s consultancy portfolio.

The trainers at the program are established industry experts, hence they were able to teach and guide the programme’s participants professionally. The support is great, with post-programme support on the materials and coaching. I highly recommended this programme for all marketers and business executives who want their careers and businesses to grow.”

**Tan Mui Mui**

Founder, Beulah House &  
Company Pte Ltd

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“The course led by Equinet Academy was extremely well curated and provided in-depth analysis and comprehensive coverage to understanding the underlying mechanics of digital marketing. The course was broken down into digestible bits and supported with hands-on activities to help students gain deeper perspectives and practical knowledge of digital marketing and the likes.

The certification awarded helped me land a job where I was able to apply immediately what was taught and provide tangible results within my position. Would definitely recommend it for aspiring digital marketers or students looking at deepening their knowledge of digital marketing.”

**Eric Wong**

Project Management  
Executive, Atome

## Our Graduates Work For Companies Like



## FAQs

- **What is the cost for the Digital Marketing Career Programme?**

The cost of the Digital Marketing Career Programme itself is free. To be eligible to be admitted into the programme, you will need to go through a pre-qualification assessment and enrol into the Certified Digital Marketing Strategist (CDMS) v2 course. You may also opt to sign up for advanced and elective modules depending on the areas of digital marketing you wish to specialise in.

- **Is completion of the CDMS v2 course compulsory?**

Yes. The CDMS v2 course will equip you with the essential core knowledge and skills required of a digital marketer. Any other advanced and elective digital marketing modules are entirely optional and not a requirement for this career programme.

- **I don't have a host organisation to partner with, can Equinet Academy assist me?**

It is recommended that you source and secure a host organisation before enrolling into the programme. However, if you are unable to do so, Equinet will assist you in sourcing for a host organisation upon enrolment of the CDMS v2 course.

- **How frequent are the mentoring sessions?**

Mentoring sessions will be scheduled on a bi-monthly basis after completion of the CDMS v2 courses for a minimum period of 3 months. You will also be assigned a mentor whom you will have direct contact with throughout the duration of the entire programme.

- **What is the timeline to complete DMCP and do you guarantee job placements?**

The timeline to complete the entire Digital Marketing Career Programme is 6 months. It is possible you may secure a job placement within these 6 months, either with your host organisation/attachment company, or one of our hiring partners. We do not guarantee job placements. However, we offer unlimited job placement assistance until you secure a job.







**Transforming Marketers  
For The Digital Economy**

# Your Journey to Digital Marketing Success Starts Here

Apply Now

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