



PRESS RELEASE

NUS-ISS partners SMA and IAS to launch the Professional Certificate in Digital Marketing and Content Creation

Collaboration will grow the pool of local digital talent

Singapore, 7 March 2019 – The Institute of Systems Science at the National University of Singapore (NUS-ISS), Singapore Media Academy (SMA), and Institute of Advertising Singapore (IAS) have collaborated to design a programme to address the digital skills gaps in the local workforce. A Memorandum of Understanding (MOU) was signed by the parties today to announce the joint effort to develop the Professional Certificate in Digital Marketing and Content Creation. The signing ceremony was held during the NUS-ISS Annual Luncheon.

This collaboration between an Institute of Higher Learning (IHL), a Continuing Education and Training (CET) Centre for Media, and an industry association is the first of its kind in Singapore. The MOU signifies the partners' commitment to work closely to identify digital skills gaps in the industry, supporting organisations and enabling working professionals to deepen their competencies in the areas of digital marketing and content creation. The Professional Certificate is supported and funded by SkillsFuture Singapore.

NUS-ISS has the expertise, knowledge and experience in developing digital talent through education, applied research, and consultancy in new, emerging technologies. The partnership will tap into SMA's expertise in providing professional media training and content creation to adult professionals and corporations. In addition, IAS provides the expertise and experience of the marketing communications industry, shaping and developing industry talent and leaders through innovation. Collectively, the three parties provide strong and complementary industry expertise that is essential to the development of marketing professionals in Singapore.

NUS-ISS and SMA will shape the curriculum together with IAS, providing industry experts to deliver the Professional Certificate programme in Singapore. The programme targets organisations, business owners and individuals who are interested to learn and apply digital marketing skills in their organisations. Participants will learn the latest industry trends and techniques in digital marketing and will be required to apply the skills in practical, hands-on workshops. Some examples of the topics to be covered in the course include social media analytics, web analytics and search engine optimisation, marketing channels, e-commerce marketing and online content creation.

Mr Khoong Chan Meng, CEO of NUS-ISS, said, "We are glad to be working with SMA and IAS on this important initiative. Digital transformation is now an important priority for most organisations, and the key to achieving digital maturity lies in the digital intelligence of employees. We have a strong and rigorous curriculum in the digital space with courses ranging from Digital Innovation to Data Analytics. We are delighted to be able to offer our expertise to

this new Professional Certificate programme. NUS-ISS is committed to developing our portfolio through working with partners and industry associations to address the digital skills gap.”

Ms Jamie Ang, Director of SMA, said, “SMA has been offering a wide range of industry practice and market relevant skills through applied learning and hands-on training for the past decade. Attendees who aspire a career in digital marketing and content creation get to be taught by industry professionals using facilities in Mediacorp’s broadcast centre in Mediapolis.”

“In response to the increasing demand for digital talents locally, IAS is honoured to be working with SMA and NUS-ISS to put together this programme. With a focus to develop holistic understanding of digital marketing, we aim to innovate and build capabilities of our talents to ensure vitality of the industry,” said Ms Goh Shu Fen, President of IAS.

“SkillsFuture Singapore is pleased to support the Professional Certificate Programme in Digital Marketing and Content Creation that is being developed by NUS-ISS, SMA, and IAS. As our economy transforms, it is important to support our workforce and businesses to keep pace with the latest industry developments, in order to stay innovative and competitive. SkillsFuture Singapore will continue to work closely with the industry and training providers to create more opportunities, such as this new programme, for Singaporeans to learn important skills to improve their employability in an increasingly digital world,” said Mr Ng Cher Pong, Chief Executive, SkillsFuture Singapore.

The programme which is supported by SkillsFuture Singapore will be offered as part of the SkillsFuture Series of training programmes to drive the competencies development in Digital Marketing, one of the eight priority and emerging skills. Singaporeans and PRs can also enjoy various funding schemes from SkillsFuture Singapore. Participants who successfully complete all the modules will receive a Professional Certificate jointly issued by NUS-ISS, SMA, and IAS. Registration details will be announced shortly.

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About National University of Singapore (NUS)

The National University of Singapore (NUS) is Singapore's flagship university, which offers a global approach to education, research and entrepreneurship, with a focus on Asian perspectives and expertise. We have 17 faculties across three campuses in Singapore, as well as 12 NUS Overseas Colleges across the world. Close to 40,000 students from 100 countries enrich our vibrant and diverse campus community.

Our multidisciplinary and real-world approach to education, research and entrepreneurship enables us to work closely with industry, governments and academia to address crucial and complex issues relevant to Asia and the world. Researchers in our faculties, 29 university-level research institutes, research centres of excellence and corporate labs focus on themes that include energy, environmental and urban sustainability; treatment and prevention of diseases common among Asians; active ageing; advanced materials; as well as risk management and resilience of financial systems. Our latest research focus is on the use of data science, operations research and cybersecurity to support Singapore's Smart Nation initiative.

For more information on NUS, please visit www.nus.edu.sg.

About Institute of Systems Science (ISS)

Established in 1981, the Institute of Systems Science at National University of Singapore (NUS-ISS) develops digital talent for the industry through graduate education, professional development programmes, consultancy, applied research and career services. NUS-ISS is widely recognised as a champion of the national SkillsFuture movement, enabling a digital economy that is always learning and always leading.

NUS-ISS has implemented a unique portfolio of multiple learning pathways, with a wide spectrum of programmes in critical industry disciplines, such as software development, data science, artificial intelligence, cybersecurity, smart health, digital government and digital innovation.

To date, close to 130,000 infocomm & business professionals, 7,100 corporate customers and 5,900 post-graduate alumni members have benefitted from NUS-ISS's suite of services. Its programmes are delivered by NUS-ISS staff with an average of more than 20 years of industry experience.

For more information on ISS, visit www.iss.nus.edu.sg.