

Branding in the Digital World

Upskill Yourself to Become Modern Digital Marketer and Market Leader



Upfront Subsidies
From SSG



Eligibility



Supportable

Build Brands that Engage, Influence, and Grow—Online and Offline

Why this course?

The role of branding has changed. In today's digital age, marketers and brand builders must do more than manage logos and slogans. They must lead storytelling, drive engagement, and connect emotionally with audiences across digital platforms.

Career Insight

- Career and skill conversions from "Traditional" to "Modern" marketing
- More job openings and demand for the marketing and branding role
- Stay Relevant!

Who Should Attend?

- ✓ Mid-career switchers into branding and marketing
- ✓ Entrepreneurs building their brand
- ✓ Communications professionals upskilling
- ✓ Junior marketers seeking strategic



What You Will Learn:

Brand Strategy Fundamentals

- Define brand purpose, positioning, and personality



Storytelling for Differentiation

- Craft your brand's unique narrative
- Apply story-driven content on digital platforms



Digital Branding Essentials

- Develop tone of voice and content pillars
- Plan content across social, website, video and more



Hands-On Practice

- Case study analysis
- Visual plan creation and critique
- Group exercises



Entry Requirements:

- proficient in reading, writing, speaking, and listening in English and basic math at WPLN Level 3
- Basic computer skills using Microsoft Office

How to Register

Access the link and follow the registration instruction:

1. Online Pre-Course Counselling (PCC) Form needs to be completed before the online registration :

<https://form.jotform.com/241161254719050>

2. Registration link for the course

<https://ascendo.besttraining.app/us-create-booking-reg-individual-trainee>

Course	Course Fee	Amount	Normal Funding / Non-SME (Up to 50% 21-39yrs old SC/PRLTVP+)	Enhanced Funding - M-CES / SME (Up to 70% ≥ 40yrs old SC)
Branding in A Digital World	Before GST	\$ 980.00	\$ 490.00	\$ 294.00
	With 9% GST	\$ 1,068.20	\$ 578.20*	\$ 382.20*

*Payable to Ascendo Academy

Format:
In-Person
(Singapore)

Certification:
Certificate of
Attainment

Duration:
2 Full Days

Venue:
Central Training Location
(Details Upon Registration)