

**CERTIFICATE IN SALES AND MARKETING
(CSM) PROGRAMME
SKILLS DEVELOPMENT FUND (SDF)**



The **Certificate in Sales and Marketing Programme** is an Approved-in-Principle (AIP) programme with course fees support from the Skills Development Fund (SDF). Applicants who wish to apply for the SDF Grant will have to follow the application procedures below:

How to apply for MISTC Course:

To apply for the course, please submit the following documents:-

- Completed Application Form with attached passport-sized photo;
- NRIC (front & back);
- All relevant educational certificates;
- A crossed cheque for the application processing fee of \$32.10 (non-refundable) made payable to "MIS Training Centre". Payment by cash, NETS or credit card can also be made at the MIS cashier counter.

Please note that the applicant will have to obtain an endorsement from their company by indicating on the last page of the Application Form that the applicant is sponsored by the company via the SDF Grant.

Upon acceptance of the application, MISTC will notify the applicant of his application status. Subsequently, the applicant will have to notify their HR Department or Officer-in-Charge to register their grant application via the **SDF EasyNet** within a stipulated deadline.

How to apply for SDF Grant:

SDF EasyNet Account Registration:

Companies seeking to apply for the SDF grant for employees must register for a user account with SDF EasyNet via www.sdf.gov.sg. Upon successful registration, the company will be issued a user ID and password to access the SDF EasyNet.

Please ignore this step if your company has already registered with the SDF EasyNet and holds a valid user ID. However, companies are advised to ensure they have a valid password to access the SDF EasyNet to register their employees for new courses. If your company does not have a valid password, or has lost its password, please contact WDA for IT Related Enquiries at 6270 1577 or WDA-IT.helpdesk@hp.com

SDF Grant Application for Employee via SDF EasyNet:

To register the applicant for the SDF grant, the registered company needs to log on to SDF EasyNet, click on the "Course Enrolment" tab and follow the steps accordingly. Do note that MIS is listed as "Marketing Institute of Singapore Training Centre" in SDF EasyNet. The company is required to select the appropriate course title/course code and class start date in order to enroll their applicant for the grant. Please note that the closing date for registration is 1 working day before the class start date.

Payment of Course Fees:

Semester fees must be paid 1 month before the class start date. If the application for the SDF grant is not approved by WDA for any reason whatsoever, the company is liable to pay for 100% of the course fees for the respective semester. It is therefore very important that companies applying for the SDF grant follow the above steps and adhere to application deadlines strictly.

Please note that your company will have to re-apply for the SDF grant at the beginning of each new semester via SDF EasyNet at <http://www.sdf.gov.sg>

**CERTIFICATE IN SALES AND MARKETING
(CSM) PROGRAMME
NTUC-SURROGATE EMPLOYER PROGRAMME (SEP)**



The **Certificate in Sales and Marketing Programme** is an Approved-in-Principle (AIP) programme with course fees support from NTUC. NTUC assists employed union members to secure training assistance from the Skills Development Fund (SDF) to defray part of their course fees through the NTUC-SEP programme. By acting as a surrogate employer, NTUC helps eligible union members who do not have their employers' support to obtain course fee funding assistance.

NTUC-SEP Qualifying Criteria

In order to qualify for the NTUC-SEP, members must meet the following criteria:-

1. Be a Singaporean or Singaporean Permanent Resident;
2. Be gainfully employed, i.e. must have CPF contribution by their employers;
3. Be not more than 65 years of age as at course start date;
4. Maintain NTUC union membership throughout the entire duration of the course;
5. Achieve 75% attendance for classes and sit for all prescribed examinations.

How to apply for MISTC Course

Please submit the following documents:-

- Completed Application Form with attached passport-sized photo;
- NRIC (front & back);
- All relevant educational certificates;
- A crossed cheque for the application processing fee of \$32.10 (non-refundable) made payable to "MIS Training Centre". Payment by cash, NETS or credit card can also be made at the MIS cashier counter.

How to apply for NTUC-SEP funding

Please submit the following documents to MISTC at least 30 days but not more than 60 days before the course commencement date:-

- Completed NTUC-SEP Application Form (can be obtained direct from MISTC)
- NRIC (front & back)
- NTUC Union Membership Card / Temporary Membership Card
- Photocopy of bank passbook (first page only) / monthly bank statement

Training Allowance under NTUC-SEP for the Lower Income Union Members: Under NTUC-SEP, lower income earners are also eligible for additional training allowance of \$5 per actual number of course hours attended, capped at \$9,000 per year. Union members who fall under any of the following categories will be considered as a low income earner:

- Monthly gross income of \$1,500 & below or;
- Monthly basic income of \$1,200 & below or;
- Hourly basic income of \$6.80 & below or;
- Earn not more than S\$450 per capita household income (Total Gross Household Income ÷ No. of Family Members Staying In The House)

Upon approval of your subsidy application, you will be required to pay the unfunded portion of the course fees, together with all miscellaneous costs to MIS.

**Please note that you will have to re-apply for the NTUC-SEP grant at the beginning of each new semester. You will be required to submit your application online at <https://skillupgrade.ntuc.org.sg/>. You will need the following documents when submitting an online application:*

- Scanned copy of NRIC (front & back)
- Scanned copy of NTUC Union Membership Card / Temporary Membership Card
- Scanned copy of bank passbook (first page only) / monthly bank statement

**CERTIFICATE IN SALES AND MARKETING
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Course Fee Breakdown with SDF / NTUC-SEP Subsidy



Course Fees Payable with SDF / NTUC-SEP Subsidy:

Semester	Modules	Total Course Fees	Subsidy (for applicants below 40)	Course Fee Payable	Subsidy (for applicants above 40)	Course Fee Payable
1	Business Communications	\$1,251.90	\$630.00	\$621.90	\$990.00	\$261.90
	Fundamentals of Marketing					
	Understanding Customers					
2	Mathematics for Marketing	\$834.60	\$420.00	\$414.60	\$660.00	\$174.60
	Introduction to Selling					
Total Course Fees:		\$2,086.50	\$1,050.00* (Approx. 54% of course fees)	\$1036.50[^]	\$1,650.00** (Approx. 84% of course fees)	\$436.50[^]
Total Contact Hours:		150 hours				

[^]Please note that the above course fees payable by the sponsoring company are inclusive of 7% GST.

* Effective from 1 April 2007, SDF / NTUC-SEP will subsidise 80% of course fees or \$7.00 per training hour, whichever is lower.

** For students aged 40 years and above, SDF / NTUC-SEP will subsidise 90% of course fees or \$11.00 per training hour, whichever is lower.