



**MARKETING
INSTITUTE OF
SINGAPORE**
Training Centre

The Marketing Institute of Singapore (MIS) was established in 1973 as the national not-for-profit organisation for the marketing profession in Singapore. It is the national professional body for sales and marketing practitioners in Singapore.

The Institute believes in promoting marketing as a philosophy and is dedicated to Creating Marketers through Quality Education. Being one of the oldest and most renowned education and training centres in Singapore, qualifications awarded by MIS are highly regarded and recognised, particularly in the field of Sales and Marketing.

MIS is renowned for its practical and up-to-date theoretical approaches in its training programmes. Over the years, the Institute has graduated many sales and marketing professionals through its series of qualifications: certificates, diplomas, degrees and post-graduate programmes. MIS is also the first marketing professional body in the Asia-Pacific region to be PSB ISO 9000 certified. In 2003, this certification has been converted to ISO 9001: 2000.

As one of the founding members of the Asia Marketing Federation (AMF), MIS is currently the education headquarters of the AMF, an appointment it held since 1992. Given its track record as the foremost marketing institute in Singapore, MIS began to attract international students to its campus since 1998. Over the years, the number of these International students enrolling in MIS has grown tremendously.

MIS is one of the first three private education organisations to attain the CaseTrust for Education Mark – a certification of possessing the foundation for good quality student welfare / protection practices and standards.

Introduction

The **Certificate in Sales and Marketing (CSM)** is a specialised marketing qualification specially designed for those who are in the sales and marketing field and who wish to upgrade their knowledge and skills for further career advancement. It is also ideal for those without formal marketing training but who wish to pursue a career in sales and marketing.

Programme Objective

The objective of the CSM programme is to give students a firm understanding of the principles and techniques of the sales and marketing functions, an appreciation of customer behaviour and exposure to the complex challenges of a globalised environment. Students will be able to apply marketing knowledge to increase productivity and performance in the workplace.

Programme Structure

This 6-month part-time programme covers 5 modules over two semesters:

SEMESTER I	CSM 101 Business Communications	CSM 102 Fundamentals of Marketing	CSM 103 Understanding Customers
SEMESTER II	CSM 201 Mathematics For Marketing		CSM 202 Introduction to Selling

Classes are held two to three times a week from 7.00 pm to 10.00 pm on weekdays or 2.00 pm to 5.00 pm on Saturdays. Delivery mode involves lectures, group discussions, case studies and presentations by students.

All students are required to sit for a written examination for each module at the end of each semester. Students must fulfil the attendance requirement of at least 75% for each module before they are considered eligible to take the end-of-semester examinations.

Students may repeat any single module up to a maximum of two times. However, the student must complete the CSM programme within three years from the intake he/she is registered in.

Module Outline

CSM101 BUSINESS COMMUNICATIONS

This module covers a range of theories, concepts and skills that underpin effective business communication. It focuses on developing skills in verbal, written and visual communication via application of skills in writing business correspondence and resume, preparing formal business reports and attending employment interviews.

CSM102 FUNDAMENTALS OF MARKETING

The module brings to light the increasing role of marketing in modern organisations. Students will explore the importance of marketing functions and how identifying the customer's needs and wants determines target markets and develops suitable products, services and programmes in order to serve these markets. The module gives students a comprehensive and practical introduction to marketing and provides exposure by means of relevant examples and applications about a marketer's decisions. The topics covered

include marketing roles and functions, marketing environment, segmenting and targeting markets, marketing research of products and services, developing and managing products, pricing concepts and strategies, marketing channels and marketing communications.

CSM103 UNDERSTANDING CUSTOMERS

This module draws attention to how demand is generated by consumers and how marketers use various marketing tools to understand consumer behaviour and to create consumer satisfaction. Topics consist of fundamental models of consumer behaviour, stages of buyer decision processes, importance and dimensions of good customer service, improving customer care and handling customer complaints.

CSM 201 MATHEMATICS FOR MARKETING

The module introduces basic mathematical concepts and applications to marketing

and business problems. The use of fundamental arithmetic and problem solving techniques in linear equations, merchandising, interest and loans, simple and compound interest, investments, graphing, descriptive statistics and a variety of other commercial situations will be covered.

CSM202 INTRODUCTION TO SELLING

With an emphasis of placing the customer first and of developing effective communication skills, students will be given an opportunity to plan and conduct a sales presentation. The module stresses effective sales related skills and theoretical foundations needed to be successful in a sales career. Topics to be taught include the nature and role of selling in marketing, roles and functions of sales employees, relationship selling, developing prospects, buyer behaviour, product strategy, sales proposal, presentation strategy, traits of a successful salesperson, legal and ethical issues in selling.

Application & Administration Details

Entry Requirements

All applicants must possess:

- 3 GCE 'O' level credits or;
- 5 GCE 'N' level credits with minimum 3 years of working experience or;
- Certificate in Office Skills (COS) with 2 years of working experience or;
- NTC 2 with 3 years of working experience

Those who do not meet the above qualifications but have years of working experience will be considered on a case-by-case basis.

The institute's Board of Studies reserves the right to change the above requirements and selection is at its sole discretion.

Fees

Application Fee

A non-refundable application processing fee of S\$32.10 (incl. 7% GST) is chargeable upon application and submission of documents.

Course Fees

Fees are payable in two instalments and must be settled prior to the commencement of each semester:

	AMOUNT	7% GST	TOTAL
Semester I	\$1,170.00	\$ 81.90	\$1,251.90
Semester II	\$ 780.00	\$ 54.60	\$ 834.60
Grand Total	\$1,950.00	\$136.50	\$2,086.50

The course fees cover course materials and lesson delivery and **DO NOT** include textbooks and other miscellaneous charges, if any.

Payment of all fees may be made using cash, cheque, NETS and all major credit cards.

Miscellaneous Fees

Candidates will be allowed to sit for the supplementary examination(s) for the module(s) that they were absent or have failed in the main examinations. However, a supplementary examination fee of S\$53.50 (incl. 7% GST) per module is applicable.

To repeat a failed module, a student must pay a repeat fee of S\$417.30 (incl. 7% GST) per module and attend classes before he/she is considered eligible to take the examination.

Membership Fees

The Marketing Institute of Singapore is a professional body for sales and marketing practitioners. All successful applicants must be affiliate members of the Institute. The following discounted membership charges apply:

Entrance fee	S\$53.50 (incl. 7% GST)
Annual Subscription	S\$53.50 (incl. 7% GST)

Funding & Subsidies

Skills Development Fund (SDF)

The CSM programme is supported by the SDF under the Pre-approved Scheme. Students on company sponsorship will be eligible for a subsidy of up to 90% of the course fees. Log on to www.sdf.gov.sg for more information.

NTUC Funding

The CSM programme is approved for funding under the NTUC-SEP Scheme for up to 90% of the course fees. Log on to www.ntuc.org.sg for more information.

CDAC Funding

The CSM programme is also approved for funding under the CDAC-SEP Scheme for up to 90% of the course fees. Log on to www.cdac.org.sg for more information.

Award of Certificate

Students who paid all the necessary fees and passed all examinations shall be awarded the **Certificate in Sales and Marketing**.

CASE-Approved Student Contract

The Marketing Institute of Singapore has been CaseTrusted since 2005. Hence, it is mandatory for all students, or legal guardians, if the student is under the age of 21, to sign the CASE-Approved Student Contract with the institute and opt to undertake the Student Protection Scheme prior to the enrolment of each programme. Log on to www.case.org.sg for more information.

Transfer, Withdrawal, Deferment & Refund Policy

The institute is committed to adhere with full integrity to the various policies that are communicated in its student contract, student handbook, and website, amongst others. Log on to www.mis.edu.sg/education for more information.

Confidentiality Policy

The institute is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of this information to any third party without the prior written consent of the student. All personal particulars obtained are strictly for official use only.

Changes & Amendments

The Marketing Institute of Singapore Training Centre reserves the right to vary, change and amend the entry requirements, course fees, curriculum, module content, examination rules and regulations, lecturers, lecture date, venue and other aspects of the course at any time prior to and during the running of the modules.

Application Procedure

An applicant must complete the prescribed application form and return it together with the following documents:

- **CERTIFIED TRUE COPIES** of educational certificates/degrees/diplomas. Certification may be made by your company or at the Marketing Institute of Singapore Training Centre, in which case, the originals must be presented for verification.
- One passport-sized photograph.
- Payment of **S\$32.10** (incl. 7% GST) as the application processing fee (non-refundable). Please make cheque payable to **"MIS Training Centre"**.

The completed application form should be submitted to:

**Marketing Institute of Singapore
Training Centre
Education Consultant
10 Raeburn Park, Block C,
#01-33/02-33,
Singapore 088702**



Marketing Institute of Singapore Training Centre

10 Raeburn Park, Block C,
#01-33 / 02-33, Singapore 088702

Tel : 65-6411-1711

Fax : 65-6271-8029

Email : education@mis.edu.sg

Website : www.mis.edu.sg/education

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Sign up!

All information in this brochure is accurate at the time of printing (October 2008). The Marketing Institute of Singapore Training Centre reserves the right to vary the programme structure, curriculum and any of the specific information in this brochure at any time without prior notice.