



# ANNUAL REPORT 2020



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## ABOUT MARKETING INSTITUTE OF SINGAPORE (MIS)



Founded in 1973, the Marketing Institute of Singapore (MIS) is driven by its vision and mission to create marketers and build a community of marketers.

As the National Body for Sales & Marketing, we are dedicated in nurturing the analytical and critical thinking skills of the Sales & Marketing practitioners through our full-suite of Executive Development programmes.

Over the years, we have nurtured countless students: Sales, Marketing and Business practitioners. The number of these students continue to grow exponentially. Today, we have 9 major disciplines spanning across Business Management, Communication, Personal Effectiveness, Human Capital Management and more.



## THE STRATEGIC UNITS OF MIS



### MEMBERSHIP SERVICES

#### Connecting a Community of Marketers

MIS is the one place that connects members to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high-quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge. Whether one is looking to expand their network of like-minded peers, or keen to build their knowledge in the dynamic field of marketing, MIS has the connections to steer them and their organisation in the right direction.



### EXECUTIVE DEVELOPMENT SERVICES

#### Learning & Development for Professionals and Corporations

MIS also plays the leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered to cater to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends and knowledge. MIS custom-designed training programmes also help organisations identify gaps in their workforce competencies and optimise training ROI by tailoring a curriculum to meet the specific training needs and goals.



### CONTINUING EDUCATION SERVICES

#### Providing A Nurturing Environment for Academic & Personal Excellence

MIS Business School offers students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business. Driven by a strong vision of Creating and Connecting Marketers, the Institute believes in promoting marketing as a philosophy and developing students holistically within a robust academic framework.



## VISION, MISSION, VALUES & REGIONAL CONNECTIVITY

### VISION

Creating Marketers

### MISSION

Connecting a Community of Marketers &  
Creating Marketers through Quality Education



### CORE VALUES

Trust, Enterprise, Teamwork, Passion, Service Quality, Innovation

### REGIONAL CONNECTIVITY

MIS is the National Marketing Association and a member of the Asia Marketing Federation (AMF), a regional body that was set up in 1991 to effectively promote and strengthen the Asia marketing fraternity.

AMF comprises 17 countries and regions within the National Marketing Associations with members from Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Vietnam, Thailand, Mongolia, Myanmar and Macau.

## 47TH MIS EXECUTIVE COUNCIL



**Roger Wong**  
President



**Lee Kwok Weng**  
1st Vice President



**Dr Roger Low**  
2nd Vice President



**Andy Lim**  
Honorary Secretary



**Ken Tay**  
Honorary Treasurer



**Ernest Ong**  
Honorary Assistant  
Secretary



**Seah Kwang Soon**  
Honorary Assistant  
Treasurer



**Douglas Koh**  
Council Member



**Simon Ng**  
Council Member

## PRESIDENT'S MESSAGE



Dear Members and Friends,

Being the National Body of Sales and Marketing, the Marketing Institute of Singapore always strive to support the Singapore government's initiative to nurture and groom professionals so that they can compete in a challenging and ever-changing environment.

2020 was an unprecedented and challenging year. The Covid - 19 pandemic brought the world economies to a standstill. Singapore was not spared. During this difficult time, our **Deputy Prime Minister reiterated that tech firms and solution providers must collaborate with workers, the government, and the labour movement to emerge stronger in a complex, volatile post-COVID world, more than ever before, recovering from this crisis and growing our economy will have to be a tripartite effort.**

We at MIS followed the 3R principle: **REVITALISE, REINVENT & REJUVINATE.**

With these principles as our core, we adapted ourselves to the new business environment. We believe that in every crisis there will be opportunities for the agile, adaptable and innovative organisations and their people. We moved out of our traditional face-to-face mode of training to the online platform - VILT (Virtual Instructor Led Training) to support the government's objective of upskilling and reskilling Singaporeans and residents. Our virtual courses well received. As a testament to our efforts at reinventing our business model to keep up with changing times we followed up with a hybrid in-house training programme for participants from Singapore, Malaysia, and Thailand. It was a major success, and we intend to capitalize on this aspect of the business wherein companies can integrate the training programmes for their employees across the region.

### **What 2021 looks like for MIS.....**

The pandemic has changed the world and our lives. We have agreed to isolate ourselves during lockdowns. We have worked, attended meetings, and socialized by talking to our laptops. Companies changed policies and procedures in days and weeks that would normally have taken them years to adopt. These changes could be the start to something new.



## PRESIDENT'S MESSAGE (CONT'D)

As the government's Emerging Stronger Task Force postulated, there are some shifts from which opportunities could emerge. A few of these are:

- There will be a shift in the global order towards Asia. Consequently, intra-regional trade flows could grow.
- With people forced to stay at home to stem the spread of Sars-Cov-2 virus, consumers turned to online shopping and digital transformation and innovation, and this could alter the way business is conducted.
- Demand for e-commerce, e-services and digital channels will increase.

We at MIS intend to take advantage of these opportunities. We will work towards collaborations and strengthening our partnerships at various levels and across new markets. We will work closely with our partners at Asian Marketing Federation, including setting up satellite offices in some of these countries. We will look for new business opportunities as we widen our reach across the region. We will adopt new teaching and learning technologies. The future is different. The future is truly in our own hands.

As part of our vision, MIS Business School has successfully registered and received approval from the Council for Private Education for 12 new courses. We are in the advance stage of preparation for two new Mandarin Diploma courses for MIS

Business School. Our multiple outreach efforts last year resulted in us tying up with our partners in China whereby we can offer our courses for their employees not only in China but also their employees based in Singapore.

### **New Beginnings....**

Also 2021, we are looking at new beginnings as we move to a new property which will provide better facilities for both MIS and MIS Business School.

Lastly, I would like to thank all the Council members for their support through these challenging times especially to Mr. Lee Kwok Wang for his years of service to Marketing Institute of Singapore. He has been a valuable Council member who has brought in his years of experience and helped bridged old and new members and guiding New Council members as well. I would also like to thank Dr. Roger Low for his support and guidance as an Academic Board member and a valuable Council member.

Sincerely yours,

**Roger Wang**

President

Marketing Institute of Singapore

Marketing Institute of Singapore Business School

## HONORARY SECRETARY'S REPORT

### Annual General Meeting

Marketing Institute of Singapore and Marketing Institute of Singapore Business School will hold their respective **47th and 27th Annual General Meeting (AGM) on Tuesday, 29 September 2020 at 7:00pm.**

In light of the current Covid-19 pandemic, there are restriction orders to abide by in Singapore. As such, MIS members will not be required to attend the AGM in person. It will be held via the Zoom platform.

Minutes of the AGM and the 2019 Financial Report of both MIS and MISBS were read and passed.

### Meetings of the MIS/MISBS Executive Council

In the midst of the pandemic, the 47th MIS Executive Council and 27th MISBS Executive Council held 3 council meetings and couple of Committee & Sub Committee meetings

### MIS & MISBS Committees

CHAIRMAN Dato' Seri Dr Derek Goh		
<b>Events &amp; Membership</b> <b>Chairman:</b> Roger Wang <b>Co-Chair:</b> Andy Lim	<b>Marketing Committee</b> <b>Chairman:</b> Roger Wang <b>Co-Chair:</b> Andy Lim <b>Member:</b> Ken Tay	<b>Sales Committee</b> <b>Chairman:</b> Roger Wang <b>Co-Chair:</b> Andy Lim <b>Member:</b> Ken Tay
<b>IT Infrastructure Committee</b> <b>Chairman:</b> Ernest Ong <b>Co-Chair:</b> Ken Tay <b>Member:</b> Simon Ng	<b>Education Committee</b> <b>Chairman:</b> Dr Roger Low <b>Co-Chair:</b> Roger Wang	<b>Finance &amp; HR</b> <b>Chairman:</b> Ken Tay <b>Co-Chair:</b> Seah Kwang Soon <b>Member:</b> Roger Wang
<b>Academic Board</b> Dr Roger Low (Chairman) Prof Ang Peng Hwa A.Prof Seshan Ramaswami	<b>Examination Board</b> Prof Ang Peng Hwa (Chairman) A.Prof Seshan Ramaswami Dr Roger Low	<b>Corporate Governance &amp; Constitution Review</b> <b>Chairman:</b> Lee Kwok Weng <b>Co-Chair:</b> Douglas Koh

## CORPORATE GOVERNANCE INFORMATION

### Principle 1: Executive Council's Conduct of its Affairs

The Executive Council oversees the affairs of MIS, assuming responsibility for strategic plans and performance objectives, financial plans and annual budget, key operational initiatives, investment proposals, compliance and accountability systems, and corporate governance practices. The Executive Council also approves the appointment of senior managers of MIS. The MIS constitution defines the powers of the Executive Council.

The Executive Council is supported in its tasks by:

- Audit & Corporate Governance Committee
- Sales & Marketing Committee
- Finance & Human Resource Committee
- Events & Membership Committee
- Education Committee
- IT Infrastructure Committee

MIS has established financial authorisation and approval limits relevant to Executive Council, Committees and various levels of Management, for operating and capital expenditure, the procurement of goods and services and the acquisition and disposal of investments.

The Executive Council conducts regular scheduled meetings and also allows managers to present updates of MIS, enabling the Council to actively engage the managers and be updated on the operations.

New Council members are given detailed induction on MIS affairs and the regulatory environment as well as their statutory and other responsibilities to ensure that MIS is well-managed and fulfills its objectives.

### Principle 2: Executive Council Composition and Guidance

The Executive Council consists of nine independent members in accordance with the Constitution. Each member is elected by the MIS members at the Annual General Meeting (AGM) and he is expected to bring experience and expertise to contribute to the development of strategies and performance of MIS. The Executive Council has the option to co-opt an additional 3 independent council members.

Executive Council members make a declaration not to act in conflict or to hold, assume or intentionally accept a position in conflict of interest with his obligations to MIS unless disclosed and approved by Executive Council.

### 47th MIS Executive Council

Marketing Institute of Singapore Council Meeting - Total 3 meetings held.

Name	Position	Total Meetings
Roger Wang	President	3
Lee Kwok Weng	1st Vice President	3
Dr Roger Low	2nd Vice President	3
Andy Lim	Honorary Secretary	3
Ken Tay	Honorary Treasurer	3
Ernest Ong	Honorary Assistant Secretary	3
Seah Kwang Soon	Honorary Assistant Treasurer	0
Douglas Koh	Council Member	0
Simon Ng	Council Member	1

### 27th MIS Business School Executive Council

Marketing Institute of Singapore Council Meeting - Total 3 meetings held.

Name	Position	Total Meetings
Roger Wang	President	3
Lee Kwok Weng	1st Vice President	3
Andy Lim	Honorary Secretary	3
Ken Tay	Honorary Treasurer	3
Ernest Ong	Honorary Assistant Secretary	3
Seah Kwang Soon	Honorary Assistant Treasurer	0
Douglas Koh	Council Member	0
Simon Ng	Council Member	1

### Principle 3: Clear Division of Responsibilities

To formalise authority, accountability and facilitate decision-making, the roles and responsibilities of the President and the Executive Council Members are defined in the Constitution and Terms of Reference when they serve in Committees.

The Executive Council is responsible for ensuring the effectiveness of the governance processes, while the senior managers are responsible for implementing strategies and policies approved by the Executive Council, and also for managing the Institute.



## CORPORATE GOVERNANCE INFORMATION

### Principle 4 & 5: Executive Council Membership & Performance

Before the election of Executive Council members at the Annual General Meeting (AGM), Curriculum Vitae and profiles of nominated members are presented at the AGM.

The Honorary Treasurer shall not be entitled for re-election after 2 consecutive terms for MIS and after 1 term for MIS Training Centre. The Senate is a committee for providing advice and consultation to the Executive Council. The structure, appointment and functions of the Senate are stated in the Constitution.

### Principle 6: Access to Information

The monthly operational and financial reports of MIS are presented and discussed at the regular Executive Council meetings. Executive Council members are given separate and independent access to the senior managers.

### Principle 7: Procedures for Developing Remuneration Policies

Executive Council members serve without remuneration for their voluntary services to MIS. Council Members' out-of-pocket expenses directly related to MIS activities may be reimbursed by MIS.

The HR Committee is required to approve the remuneration and bonuses of the staff of MIS, including senior managers.

### Principle 8: Level and Mix of Remuneration

The HR Committee reviews and endorses the remuneration level and mix for MIS staff to ensure that they are fair and competitive in the market. The performance evaluations of MIS staff are conducted annually and reviewed by the HR Committee.

### Principle 9: Disclosure on Remuneration

No staff or manager of MIS is paid a package above \$250K per annum.

### Principle 10: Accountability

The financial and operational results are presented and reviewed at the Executive Council Meetings. The Executive Council reviews financial and operational performance at the regular meetings as well as the internal audit report, the external audit report, the audit reports from the Council of Private Education and other internal reports.

Audit financial results, achievements and operational updates are presented at the AGM. The reserves of MIS are currently kept in fixed deposits without risk exposure and could be invested with approval from the Executive Council in accordance with the provisions provided in the constitution.

In addition, details of ongoing events and happenings in MIS are circulated to MIS members via electronic direct mailers and the quarterly 'The Singapore Marketer' magazine.

### Principle 11: Risk Management and Internal Controls

Annual audit of the financial statements of MIS is done by the appointed external auditors, Mazars LLP.

### Principle 12: Audit Committee

The Audit & Corporate Governance Committee with clear terms of reference, comprises Mr Lee Kwok Weng (Chairman) and Dr Roger Low from the Executive Council.

### Principle 13: Audit

Internal audits were conducted to ensure MIS compliances to a systematic, disciplined approach in financial and risk management, control and governance processes.

### Principle 14: Members Rights

MIS respects the rights of its members and upholds its Constitution. Independent MIS members with appropriate experience and qualification are continually encouraged to serve on the Executive Council.

MIS is committed to a high standard of ethical conduct and has put in place whistle-blower policy and procedures which provide staff as well as students and trainees with well-defined accessible channels.

### Principle 15: Communication with Members

Besides the electronic direct mailers that are sent to MIS members to keep them informed of events, there is also an official MIS Facebook page available for members to socialise and interact.

Feedbacks and comments from members are addressed by the Membership Department.

### Principle 16: Conduct of Members Meetings

All members are invited to attend the Annual General Meetings and Extraordinary General Meetings. Attendance is encouraged and members' views are recorded and acted on accordingly.



# MEMBERSHIP SERVICES

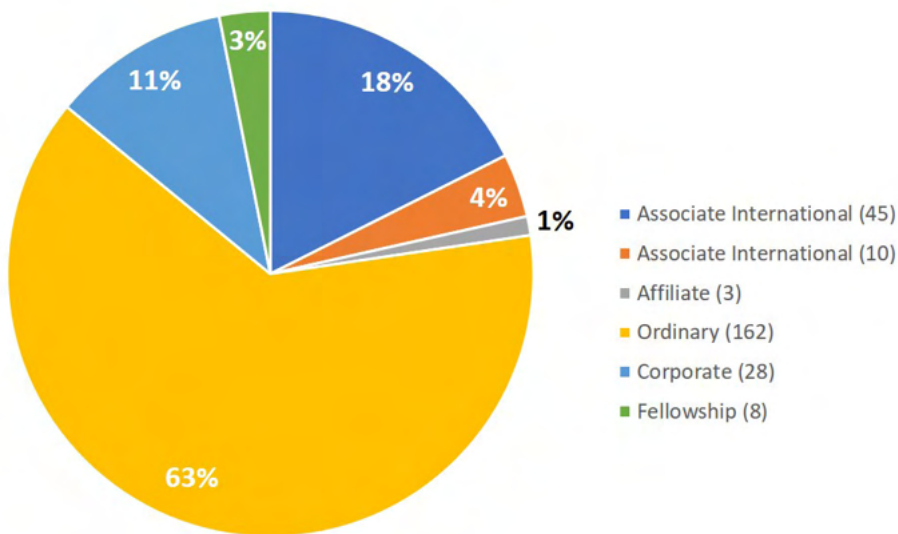
MIS frequently invites speakers from different industries to hold Marketing Guru Talks to share knowledge and insights covering Marketing Strategies used in the various industries by the respective gurus. MIS Members enjoy special deals on the Executive Development courses that are specially tailored to meet their specific training needs.

## 2020 KEY STATISTICS AT A GLANCE

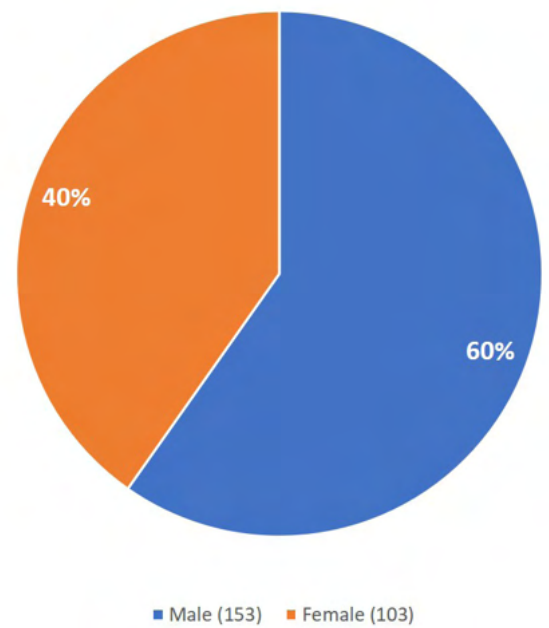
\* Figures as at 31 December 2020

### MEMBERSHIP

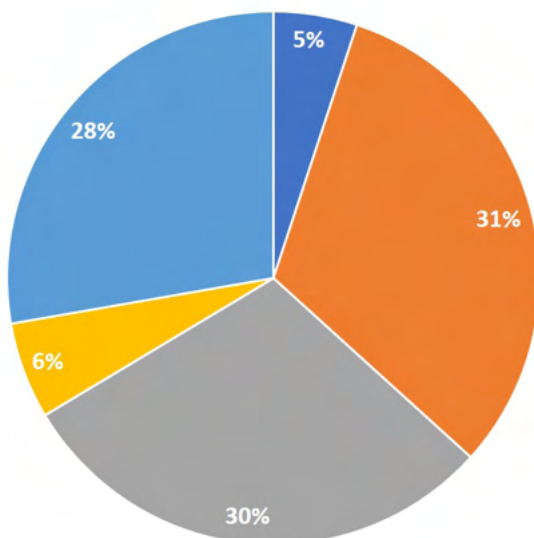
By Membership Type (%)



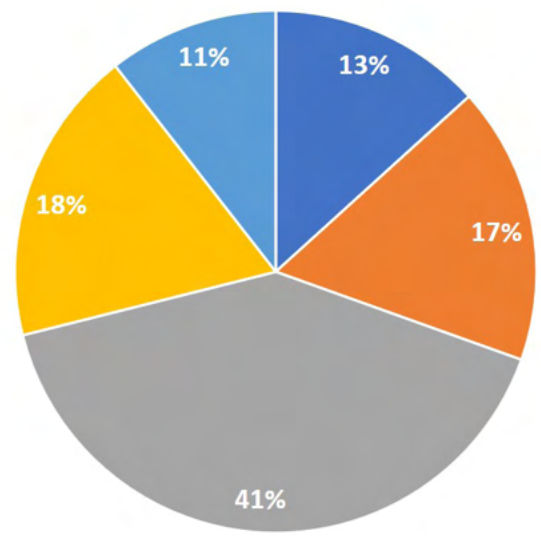
By Gender (%)



By Level (%)



By Age (%)



VP/CEO (13) Director (81) Manager (76) Executive (15) Others (71)

<30 (34) 31-40 (44) 41-50 (104) 51-60 (47) >60 (27)



# MIS 27 DAY LUNCH TIME WEBINAR

## April to May 2020



Organized by MIS, we were glad to host 27-day of FREE webinar series for the public and our MIS Members. We hope to provide them with a platform to pick up the best practices, useful tips and educational content strategy to make the best of opportunities in the workplaces. The Lunchtime webinar was moderated by MIS President Mr. Roger Wang.

Featured here are our MIS Trainers who were involved in the 27-day long Lunch Time Webinar series that tide our participants through the Circuit Breaker period. The talk was perfect for anyone who wanted to learn at home, keep their business fresh and stay ahead of the industry curves. Attendees can take away useful information to help them to navigate challenges and impact brought about by Covid-19.



## IMM WEBINAR

13th October 2020



Institute of Marketing Malaysia invited our President, Roger Wang for Webinar on Personal Branding

## TECHNOLOGY FOR BETTER ASIA

1st November 2020

MIS President, Roger Wang was invited to an online event as a guest lecturer to address CPM students at Sri Lanka Institute of Marketing.



## INTERNATIONAL RESEARCH E-CONFERENCE

28th November 2020



The Indo - Gulf Marketing Association invited MIS President, Roger Wang as one of the keynote speakers to address the Reimagining Business Challenges & Responses.

## AGM 2020 – ONLINE



Due to the pandemic , the AGM 2020 was held online  
viz ZOOM on 29 September 2020



## AMF – ANNUAL GENERAL MEETING 2020 28th December 2020

MIS is the National Marketing Association and a member of ASIA MARKETING FEDERATION (AMF), which comprises 17 countries and regions with members from around Asia.

During the pandemic period, online platform administered by one of the NMAs – Sri Lanka Institute of Marketing.







# EXECUTIVE DEVELOPMENT SERVICES

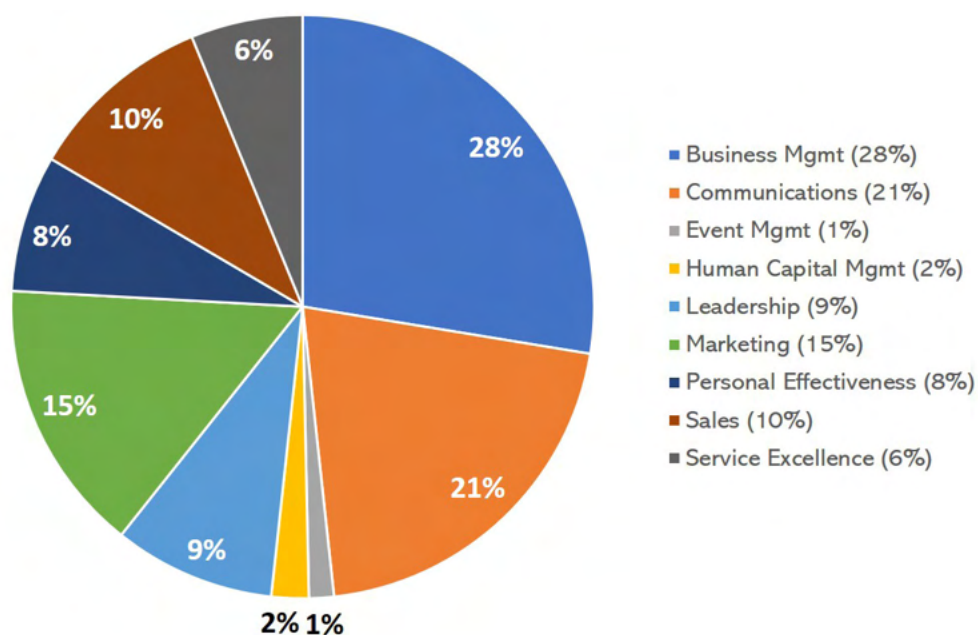
Marketing Institute of Singapore (MIS), a non-profit organisation, is the National Body for Sales and Marketing. For over 40 years, MIS has been providing quality corporate training, learning and development programmes to professionals and executives in Singapore and around the region.

## 2020 KEY STATISTICS AT A GLANCE

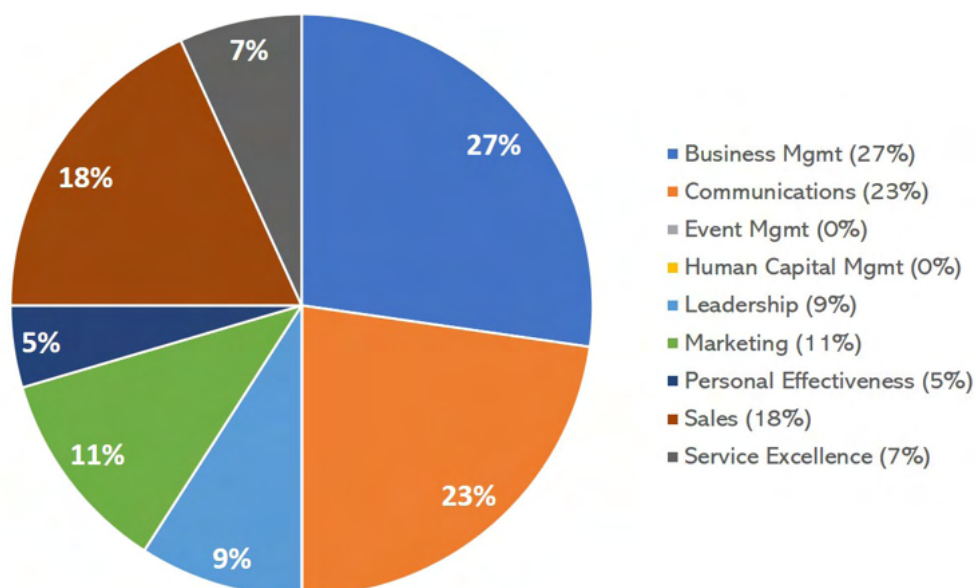
\*Figures as at 31 December 2020

### EXECUTIVE DEVELOPMENT SERVICES

Breakdown of Public Courses by Category



Breakdown of Custom-Design Courses by Category



## EXECUTIVE DEVELOPMENT SERVICES

MIS Executive Development Services remains the preferred training partner of many organisations. The Executive Development Services adopt the latest trends and best practices to train professional Practitioners and Corporations across various industries, assisting managers and executives of different levels in upgrading their skills set and sharpening their core competencies.

In 2020, MIS conducted 18 custom- design programmes and trained more than 318 senior professionals, managers and executives (PMEs) in Singapore.

Over 182 public training programmes were organised in the fields of Business Management, Communications, Event Management, Human Capital Management, Leadership, Marketing, Sales, Service Excellence and Personal Effectiveness.

Marketing

Sales

Event Management

Business Management

Leadership

Service Excellence

Communication

Personal Effectiveness

Human Capital Management

Strategic Partners:



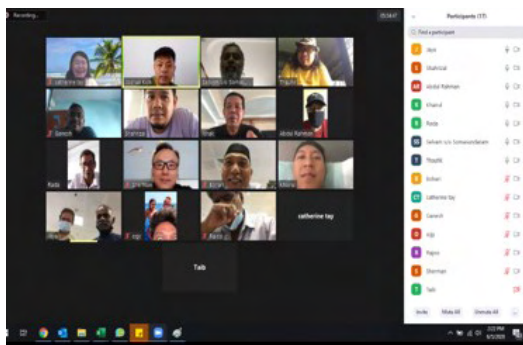


## IN PREMISE COURSES – WITH SAFE DISTANCING MEASURES

Due to the pandemic we had to shift our EDS courses to online platform, but with the Phase II opening up we have seen encouraging response to our physical courses, and we have since then conducted various face to face courses with proper safe distancing measures in place.



## Testimonial - "What They Say About Us"



*"This course is well-constructed and executed. The way Prof. Tay taught gave life and illumination to serious legal subjects. What I enjoyed most about her course was the experience of sharing along with touches of humour, and personality that were a winning combination."*

Kee Yaw Yee, 4-5 May 2020, Service Level Agreement,  
Professor Catherine Tay

*"The trainer provided good examples of Stakeholder Management. Well done! I enjoy learning through case studies. This course helps me to 'identify the key stakeholders' and 'tailor my messages accordingly.'"*

Amanda Yong, HR, 20 - 21 April 2020 on Stakeholder Relationship Management



## Recent Award in 2020

### HRM Asia Readers' Choice 2020



HRM Asia Readers Choice Award is an annual award that recognises the best and brightest HR industry partners and solution providers who have demonstrated best practices in their respective fields.

#### Awarded the Best Corporate Leadership Development Provider

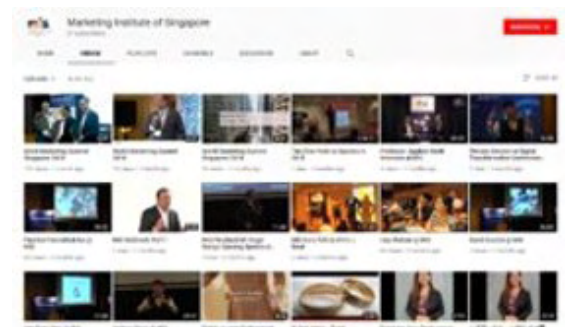
1. Voted Gold Winner for Best Corporate Leadership Development Provider 2020
2. Received the "Readers Choice" for six consecutive years from 2015, awarded by HRM Asia with the recent award in 2020
3. Editor's Choice for Best Corporate-Training Provider 2020



# Marketing Outreach Channels



MIS Website  
www.mis.org.sg



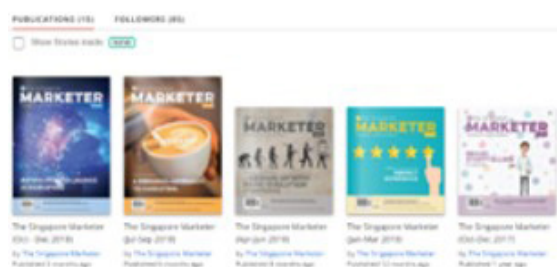
YouTube



Facebook  
Likes - 8279



LinkedIn  
Followers - 2439



The Singapore Marketer Publication



# STRATEGIC PARTNERSHIP & REGIONAL COLLABORATION

MIS frequently invites speakers from different industries to hold Marketing Guru Talks to share knowledge and insights covering Marketing Strategies used in the various industries by the respective gurus. MIS Members enjoy special deals on the Executive Development courses that are specially tailored to meet their specific training needs.





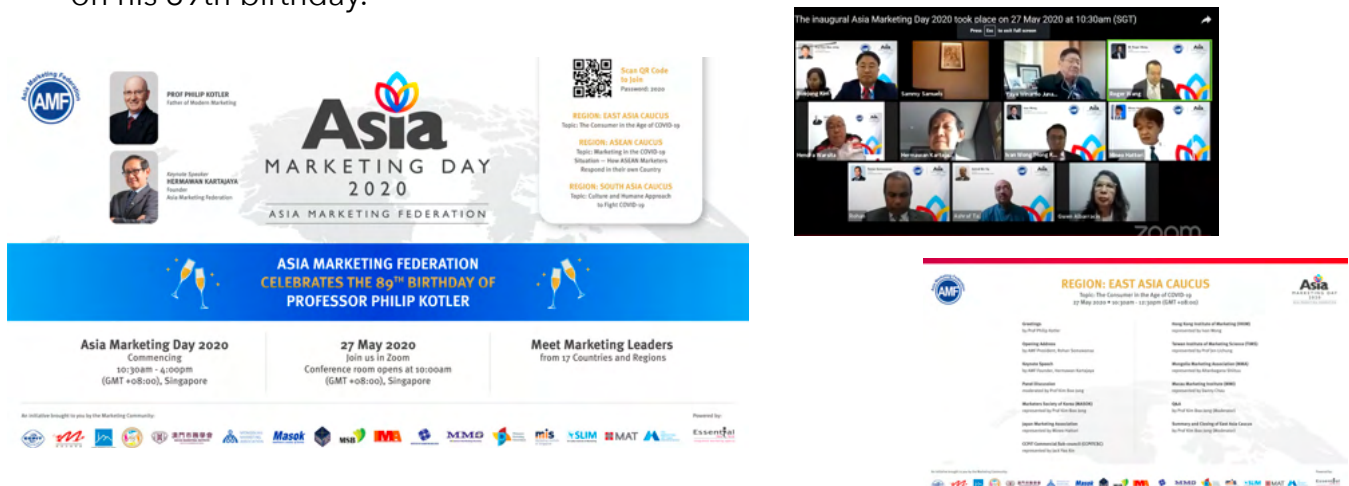
## ASIA MARKETING DAY 2020

27 May 2020

### Regional Connectivity & Strength - AMF

- MIS is the National Marketing Association and a member of Asia Marketing Federation (AMF), which comprises 17 countries and regions with members from around Asia.
- AMF is the regional body which effectively promotes and strengthens the Asia marketing fraternity.
- Its member countries include Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Philippines, Singapore, Sri Lanka, Taiwan, Vietnam, Thailand, Mongolia, Myanmar and Macau.

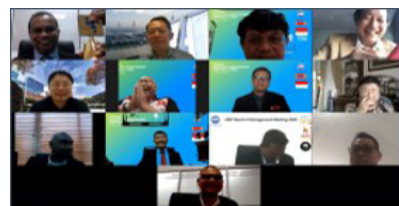
We at MIS in co-operation with our regional partners across 17 countries and regions came together to celebrate the Asian Marketing Day in remembrance of Philip Kotler on his 89th birthday.



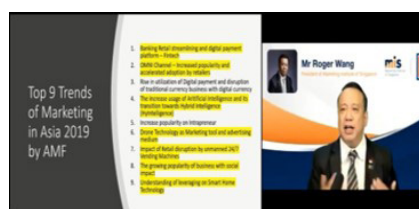
## MIS – AMF Events 2020



AMF (CAUCUS) >>  
9 November 2020



<< BOM Meeting  
6 June 2020





The background of the slide is a photograph of a library. It features curved wooden bookshelves filled with books, and a metal staircase with a glass railing is visible on the right side. The lighting is warm, creating a scholarly atmosphere.

# MARKETING INSTITUTE OF SINGAPORE BUSINESS SCHOOL

A leading Private Education Institution (PEI) in Singapore and the region. With its wide range of programmes in different specializations, MIS Business School offers its students a quality and holistic education by imparting comprehensive knowledge in the different aspects of business.

## 27th MIS BS Executive Council



**Roger Wong**  
**President**



**Lee Kwok Weng**  
**1st Vice President**



**Andy Lim**  
**Honorary Secretary**



**Ken Tay**  
**Honorary Treasurer**



**Ernest Ong**  
**Honorary Assistant  
Secretary**



**Seah Kwang Soon**  
**Honorary Assistant  
Treasurer**



**Douglas Koh**  
**Council Member**



**Simon Ng**  
**Council Member**

## Academic and Examination Board Members of MIS Business School



**Dr. Roger Low Kit Fai**

Chairman of the Academic Board of Marketing Institute  
of Singapore Business School

Adjunct Faculty, Singapore Management University



**Prof Ang Peng Hwa**

Chairman of the Examination Board of Marketing  
Institute of Singapore Business School

Professor at Wee Kim Wee School of Communication  
and Information, Nanyang Technological University,  
teaching in Media Law and Policy



**Prof. Ramaswami Seshan**

Associate Professor of Marketing (Education),  
Singapore Management University

## MILESTONE ON COURSES REGISTERED WITH CPE



1. Diploma in Sales and Marketing
2. Diploma in Business
3. Advanced Diploma in Digital Marketing



1. Certificate in Sales and Marketing
2. Certificate in Business Studies
3. Diploma in Digital Marketing
4. Advanced Diploma in Marketing Management
5. Advanced Diploma in International Events Management and MICE



1. Certificate in Retailing
2. Diploma in Marketing Management
3. Advanced Diploma in Business Management
4. Advanced Diploma in Tourism and Hospitality Management





## 12 COURSES REGISTERED WITH CPE



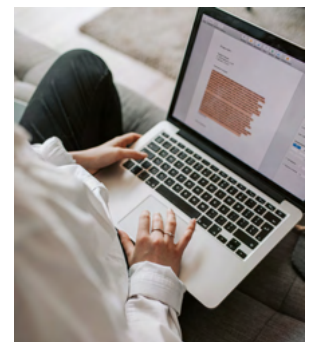
1. Advanced Diploma in Digital Marketing (ADD)
2. Advanced Diploma in Business Management (ADB)
3. Advanced Diploma in International Events Management and MICE (ADE)
4. Advanced Diploma in Marketing Management (ADM)
5. Advanced Diploma in Tourism and Hospitality Management (ADT)



1. Diploma in Digital Marketing (DDM)
2. Diploma in Business (DB)
3. Diploma in Sales and Marketing (DSM)
4. Diploma in Marketing Management (DMM)



1. Certificate in Business Studies (CBS)
2. Certificate in Sales and Marketing (CSM)
3. Certificate in Retailing (CR)



# MIS BUSINESS SCHOOL

## Continuing Education Services

### Introduction & Future Plans

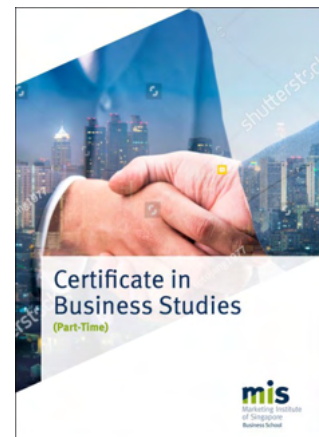
Marketing Institute of Singapore Business School (MISBS), the training arm of MIS, takes pride in providing quality education to students. This comes about by the practice of imparting holistic, relevant and up-to-date education to prepare graduates for the harsh and competitive business environment.

To-date, MIS BS has introduced all 12 registered Courses with the Committee for Private Education (CPE). CPE is part of SkillsFuture Singapore (SSG), which governs the private education in Singapore and was established under the Private Education Act 2009.

For students who are looking to upskill their digital marketing capability, MIS Business School provides the learning opportunity to help learners learn and boost their career prospect with hands-on practical approach and industry-validated application that might come in useful and that are relevant in today's modern workplaces.



*Duration 6-month part-time programme. Students will gain a sound knowledge of the basic concepts and principles needed in a business environment.*



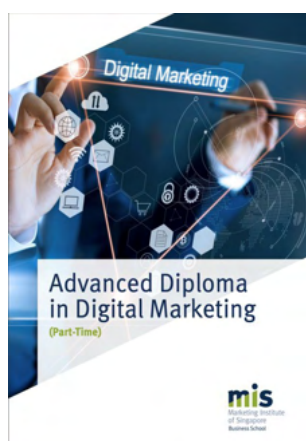
*Duration 6-month part-time programme. Students will gain a sound knowledge of the basic concepts and principles needed in a business environment.*

## MIS BUSINESS SCHOOL

### Continuing Education Services

During the pandemic period, we had our Advance Diploma Digital Marketing courses started their in-take and the graduation will be arranged soonest. At the same time we also have our Diploma Sales and Marketing course also started their in-take and the next in-take will be on 8th May.

For students and adult learners looking to upskill their digital marketing capabilities, take this opportunity to learn and grow with MIS Business School. The academic programmes aim to impart comprehensive knowledge in the different aspects of Business, Management and Sales & Marketing. The delivery of the Diploma programmes involve lectures, group discussions, case studies and presentations by students. There are career tracks in the world of marketing that our graduates can look forward to after graduation such as Advertising, Brand, Management, Market Analyst, Market Research, Product Manager and Public Relations, etc.



*Duration 12-month part-time programme. The Diploma in Digital Marketing programme aims to provide students with a holistic view of the business process, and at the same time, develop broader knowledge in digital marketing strategies.*



*Duration 8-month part-time programme. The programme aims to provide students with a managerial orientation towards marketing. It covers all relevant topics that an informed marketing professional needs to know, as well as providing insights to issues faced in strategic, tactical and administrative marketing.*



*Duration 8-month part-time programme. The programme aims to provide students with a managerial orientation towards marketing. It covers all relevant topics that an informed marketing professional needs to know, as well as providing insights to issues faced in strategic, tactical and administrative marketing.*



*The 8-month fast-track Diploma programme is designed for students to acquire or upgrade their knowledge and skills in the whole arena of business operations, and to further their career.*



*The 8-month programme will equip students with the marketing knowledge and skills to take on the challenges of the rapidly changing business world in the field of sales and marketing.*



*This 8-month programme is designed for those who wish to upgrade their knowledge and skills in the world of digital marketing and for working adults to advance their career goal.*





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