

# IAS

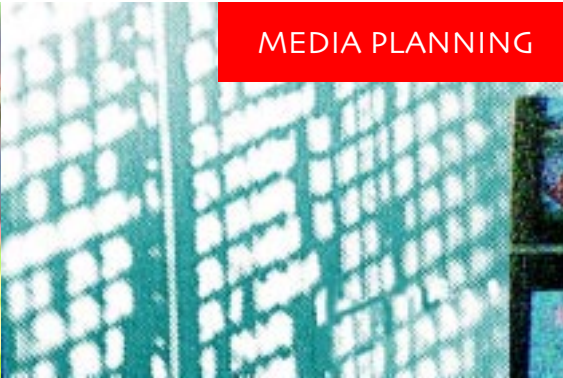
**ias**  
Institute of Advertising  
SINGAPORE



## DIPLOMA IN MARKETING COMMUNICATIONS



CREATIVE WRITING FOR  
EFFECTIVE COMMUNICATION



MEDIA PLANNING



INTERGRATED  
MARKETING  
COMMUNICATIONS





## PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.



## PROFILE OF IAA

Established in 1938, the International Advertising Association (IAA) has formed a global partnership of advertisers, advertising agencies, media and the related services & resources. Over the years, IAA has achieved wide recognition and continual increased support for its efforts to promote the role of advertising; to protect and advance freedom of commercial speech and consumer choice; to encourage greater practice and acceptance of advertising self-regulation; to lead in state-of-the-art professional development through education and training for the marketing communications industry as well as to provide a forum to debate emerging professional marcom issues and their consequences in the fast-changing world environment. The World Secretariat is located in New York City.

## INTRODUCTION

The **Diploma in Marketing Communications** has been specially developed by the Institute of Advertising, Singapore. The contents are tailored to prepare graduates to meet the demands of the fast-paced creative fields within the marketing and communications industry. The syllabus is designed to follow the International Advertising Association's (IAA) guidelines.

Classes are generally held twice a week from 7- 10pm. There are 8 modules consisting of 13 three-hour lessons each. The entire course can be completed in 14 months. Students who successfully complete the course will be awarded the **IAS Diploma in Marketing Communications**.

An additional diploma - **Diploma in Marketing Communications from IAA** - will be awarded to those who achieve a 'C' grade and above for at least 5 modules of the course, as well as fulfil the internship requirement either on a full-time or part- time basis. However, students who have attained equivalent professional experience prior to the completion of the program will be exempted from the internship requirement.

Final decision on all arising matters relating to the satisfactory delivery of the course will be made by the Education Committee of the IAS.

## MODULES

1. Principles of Marketing
2. Principles of Advertising
3. Market Research & Behavioural Studies
4. Creative Writing for Effective Communications
5. Media Planning & the Impact of the New Media
6. Public Relations
7. Integrated Marketing Communications
8. Campaign Planning: Strategy & Management (project)

## COURSE CONTENTS

### PRINCIPLES OF MARKETING

Provides knowledge of marketing's dynamic role in society, the development of marketing strategies, coordination of marketing mix elements, international trade, and concern for cultural diversity, government and economic policies. You will gain insight into global market opportunities, global promotional strategies and the implication of globalisation on Marcom professionals.

### PRINCIPLES OF ADVERTISING

Offers a perspective on the theory and practice of advertising and promotion and its role in contemporary marketing. It will also teach the processes of writing creative, media and merchandising strategies. Students are expected to understand the effects of advertising on society, the economy and the consumer. Also covered are the advertising regulation framework, the enforcement of ethical standards, and the interdependent relationships between the advertising industry, media, government and consumer groups.

### MARKET RESEARCH & BEHAVIOURAL STUDIES

Topics include fundamental theories of market research, secondary data acquisition and analysis, and conducting of primary research; basic consumer behavioural concepts and their implications on marketing practitioners, and their marketing strategies. An overview of the communication process will also be presented. It will include the interdependent elements of the communication process, and the flow of communication and need for feedback.

### CREATIVE WRITING FOR EFFECTIVE COMMUNICATIONS

This module focuses on developing writing skills for the Marketing Communications industry. It will enable students to explore different writing styles and techniques used in creating effective radio, television and print advertising. This module will emphasize on the team approach to the creative development of ads. This topic will also teach students to write for business communication and provide them with the practical skills required to hone their corporate communication and copywriting skills.

### MEDIA PLANNING & THE IMPACT OF THE NEW MEDIA

Emphasizes media planning and media buying to ensure that promotional effort will be delivered with optimal effectiveness and efficiency. The advantages and disadvantages of media, media objectives, strategies and schedules will be illustrated. You will look at the role and impact of 'new' media on how information is transmitted and processed, and its effect on individual lifestyles and society; new interactive media and techniques; and the role of www in integrated marketing.

### PUBLIC RELATIONS

This topic centres on the role of public relations and its contribution to the overall image of the firm. Emphasis is on strategy development and the formulation and implementation of corresponding programs for attaining client objectives. It also addresses event sponsorship, relations with civic/charitable organizations, the importance of building media relationships, and the role of public relations agencies.

### INTEGRATED MARKETING COMMUNICATIONS

Students will learn the importance of customer-focused marketing as a key planning tool in today's diverse, fragmented marketplace. This module will explain how marketers can use detailed consumer information to build a synchronized, multi-channel communications strategy that reaches every market segment with a single, unified message.

### CAMPAIGN PLANNING: STRATEGY & MANAGEMENT (project)

Students are expected to develop a comprehensive and detailed campaign recommendation – objectives, positioning, creative, media and merchandising strategies, along with sample executions. Students must present their recommendations and supporting rationale in the form of a plans book and present it to a panel of judges from the advertising and communications industry. Students are encouraged to work as a team of not more than 3 persons.

## ENTRANCE REQUIREMENTS

Students must meet one of the following pre-requisites:

- 4 GCE 'O' level passes with a credit in English and at least 2 years of relevant work experience.
- 2 GCE 'A' level and 2 GCE 'O' level results or equivalent, with at least one year of relevant work experience.
- In lieu of academic qualifications, mature applicants will be considered on a case-by-case basis, on the merits of work experience.

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## COURSE FEES

**Registration fee: S\$ 20.00**

**Course fee: S\$ 3990.00\***

*(Inclusive of exam fees) GST not applicable.*

*Mode of payment : All major credit cards and cheques only - no NETS/ cash payment.*

\*Payable in 3 instalments (S\$1820; S\$1710; S\$570)  
A service charge of S\$40 is applicable for this mode of payment.

**IAS Student Membership fee: S\$ 50.00**

Companies may download application form from the IAS website ( [www.ias.org.sg](http://www.ias.org.sg) ) and apply directly to SDF for a subsidy. (Up to 90% SDF funding available)

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The following Universities currently offer advanced standing to students holding the IAS Diploma in Marketing Communications:

1. **Murdoch University, Perth**
2. **RMIT University, Melbourne**
3. **University of Canberra, Canberra**
4. **Queensland University of Technology, Queensland**



**Institute of Advertising, Singapore**

51 Anson Road, #03-53 Anson Centre, Singapore 079904  
Tel: 62208382 Fax: 62207187  
Email: [iasedu@ias.org.sg](mailto:iasedu@ias.org.sg) / [adexedu@ias.org.sg](mailto:adexedu@ias.org.sg)  
Website: [www.ias.org.sg](http://www.ias.org.sg)

## RULES & GUIDELINES

### General

- Please make cheques payable to **Institute of Advertising, Singapore**.
- All students must enrol as a student member of the Institute.

### Confirmation of enrolment

- Your place in this course will only be guaranteed upon receipt of membership fee, course & registration fees.

### Examinations

- All students are required to sit for a written exam for all the subjects except for Campaign Planning, which will be assessed after students have completed the other 7 modules. It will be based on a project and presentation.

- Students who fail the main exam will be permitted to take the supplementary exam. If a student fails the supplementary exam, he/she will have to retake the failed subject at a pro-rated fee (refer to exam guidelines for more details).

### Attendance

- Students must achieve a minimum class attendance of 90% in order to qualify for the examinations.

### Duration of course

- The duration it takes for a student to complete the course should not exceed 26 months from the date of commencement.

### Deferments

- Students must fill in and submit a deferment form with supporting documents **before** the commencement of the module/s they intend to defer from. Students who fail to do this, remain enrolled in the lessons.

### Exemptions

- An exemption form must be completed **before** the course commences. The request will be reviewed at the discretion of the IAS Education Committee. A charge applies to each approved exemption.

### Certificates/transcripts

- Certificates and transcripts must be collected personally from the Institute.
- Requests for additional or replacement transcripts will cost \$50 per piece.

### Others

- The Institute reserves the right to change the entry requirements, and to make amendments/changes to the course schedule or syllabus at any time.
- Students are to inform the Institute when there are changes in personal particulars. The Institute will not be liable for any consequences as a result of undeliverable mail/email.