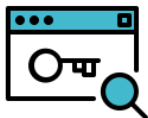




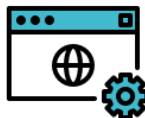
Certificate of Competency (CoC) in **e-Business Development & Internet marketing**

This SkillsFuture (Tech-Enabled Services Series) course is intended for small medium enterprises, aspiring home-based entrepreneurs, website owners and individuals who want to learn about rapid e-business and web development/optimisation and effective internet marketing for outstanding online results.



Market Trend Analysis & Niche Keyword Research

Identify and develop niche market for e-businesses. Conduct proper keyword research and analysis to ensure business feasibility.



Rapid Web Development & Maintenance

Acquire rapid web development skills to create visually stunning websites and professional e-stores at blazing speed. Implement critical site/data backup and security hardening.



Effective Internet Marketing & Outreach Optimisation

Learn search engine optimisation and apply effective internet marketing and outreach optimisation techniques including search engine and social media marketing.

Leveraging the INTERNET to enhance your business!

Use your SkillsFuture credits | To register - Tel: 1800-2222111 or Email: cet@ite.edu.sg

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Permanent Resident

\$141.24

Full Fee
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\$470.80

Institute of Technical Education

2 Ang Mo Kio Drive Singapore 567720

Tel: 1800-2222111 | Fax: 65902418 | Email: cet@ite.edu.sg

Website: <http://www.ite.edu.sg/wps/portal/pts>

Course Duration : 18-Hr (6 Thursdays : 6.45pm - 9.45pm)

Course Terms : January, April, July and October

Course Venue : ITE College East, 10 Simei Ave S486047

More Course Details : <https://bit.ly/sf-ebiz>