



AAMS CERTIFIED MARKETER

The only certified marketer programme in Singapore is run by the Association of Advertising and Marketing Singapore (AAMS), the voice of the admarcom industry.

Whether you're a marketer in an agency or a brand, a marketing student, or new to the industry, we understand your need to navigate the rules of effective marketing in Singapore. This specialised programme, with you in mind, is a specialised programme where industry professionals train practitioners.

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For this first instalment, learners will learn marketing fundamentals relevant to sustainability and understand how to navigate the Singapore Code of Advertising Practice (SCAP). This is a one-day programme for busy junior marketers, mid-careers, and students keen to consider marketing as a career. To become an AAMS Certified Marketer, you must pass an online test (80% minimum passing mark). All successful candidates will also be invited to join AAMS as individual members at no additional charge.



ABOUT AAMS

AAMS, a merger of the Association of Accredited Advertising Agencies, Singapore (The 4As) and the Institute of Advertising Singapore (IAS), is Singapore's leading Association for the AdMarcom industry, built on over 100 years of industry experience, guided by an Executive Committee of top Industry leaders. AAMS now represents all aspects of Advertising, Marketing, Media Owners, and Marketing Communications and we look forward to working with our partners and members to become the Regional Beacon for Marketing, Creativity, and Performance. We have a series of established industry awards and annual events to recognise outstanding talents in advertising, media, and related fields to reward those in the industry for achieving great feats; prominent among them are the Singapore Creative Circle Awards (the Gong), Singapore Media and Marketing Awards (SMMA), the Crowbar Awards, Effie Awards and lastly, the Singapore AdMarCom Festival which hosts the Hall of Fame Awards.

INSTRUCTORS



Nick Goh

Adjunct Senior Fellow
SUTD Academy

Nick is the CEO of Moon Labs Digital, a digital creative agency headquartered in Singapore interested in sustainability. The agency collaborates with AAMS (the Association of Advertising and Marketing Singapore) to develop training and education programmes for the admarcom industry, such as the AAMS Certified Marketer programme.

Nick has over 28+ years of marketing communications and digital marketing experience. He started his marketing journey working for some of the biggest agencies worldwide, managing the accounts of local, regional, and global brands from a plethora of industries, namely AMD, Bell Helicopters, Canon, Cisco Systems, Coca-Cola, Cycle & Carriage Mercedes Benz, Ferrari, IBM, Maserati, Mastercard, Microsoft, Redhat, Singtel Consumer Sales, Singtel Mobile, and more.

Over the years, Nick has judged at prestigious media award shows, namely the Singapore Media Awards (2016-2018) as judge and jury, the Singapore Brand Prestige Awards 2019, the ASME Made with Passion Brand Awards 2021, and the AAMS NexGen Creative Awards 2022. He also travels the region conducting training and talks for corporations on marketing, especially branding, digital marketing, consumer behaviour, and, most recently, the metaverse.

Nick holds an MSc in Marketing (Distinction) from King's College London and is personally interested in all areas of new technology and sustainability.

Who should attend:

Junior agency and brand marketers or mid-career

Duration:

1 day, 9am - 5pm

Fees:

\$1,090 Inclusive of prevailing GST

Available subsidies:

SkillsFuture Course Fee Subsidy (70%)

For Singapore Citizens (SCs) and Permanent Residents (PRs)

Mid-career Enhanced Subsidy (MCES) (90%)

For SCs aged 40 and above

Enhanced Training Support for SMEs (ETSS) (90%)

For SME-sponsored employees who are SCs or PRs

Contact Us:

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Scan to visit our course page
or visit:
https://bit.ly/AAMS_Marketer