

Graduate Diploma in Digital Marketing (GDDM)

Developed and awarded by Singapore Institute of Management, Singapore

Schedule for GDDM

September Intake	January Intake	May Intake
Data Mining for Managers	Customer Relationship Management	Business Analytics Concepts, Principles and Applications
New Media Communications and Management	Social Media Marketing	Digital Marketing

Module Outlines

Business Analytics Concepts, Principles and Applications

This module covers what business analytics is, why it is valuable, what resources are needed to support business analytics, and how business analytics is applied. It illustrates three key types of analytics (descriptive, prescriptive and predictive), identifies common challenges that can be addressed by business analytics, and offers guidance for undertaking business analytics projects.

Customer Relationship Management

This module introduces business analytics applications in marketing and customer relationship management (CRM). The topics covered include clustering models for customer segmentation, patterns and association rule mining for market basket analysis, prediction models for customer acquisition and churn analysis, analysis of human mobility patterns, and predictive models for fraud detection.

Data Mining for Managers

This module introduces students to the key concepts of data mining and the potential applications in business environment to enhance operational efficiency. Topics include methodology of data mining, data exploration, data management and model building. The data mining techniques covered include association, clustering, classification and predictive modelling to solve business problems.

Digital Marketing

This module gives an overview on the principles and practices of digital marketing. The emphasis of this module is on how digital marketing strategies may be purposefully utilized in integrated marketing plans. Topics covered include online marketplace analysis, digital strategy development, relationship marketing using digital platforms, web development techniques, and marketing communications using digital media channels.

New Media Communications and Management

This module is an exposition on the advent of new media and communications and their influence on society. This module will emphasize the approaches that are relevant to new media participation, management and practice. A number of new media areas such as social networking, participatory media cultures, gaming, online news, creative industries and connective higher education, internet governance, and online politics will be explored.

Social Media Marketing

This module offers a study and reflection on the “horizontal revolution” that marketers face in the four zones of social media: namely, the social community, social publishing, social entertainment and social commerce. In particular, the impact of marketing strategies and metrics that leverage on that ‘horizontal revolution’ together with their zones, network structures and social consumer interactions will be investigated.