As part of any marketing plan, marketers must track, measure and predict the impact of all key marketing programmes. There are three important questions to be answered:

- What will you measure?
- When will you measure?
- How will you measure?

Without knowing the answers, marketers cannot successfully manage or improve their marketing programmes. The 2-day programme will introduce techniques and metrics that enable marketers to evaluate marketing initiatives by measuring performance. They will be able to report on the past, analyse the present and predict the future.

**PROGRAMME OUTLINE**

- How to measure, analyse and manage marketing activities
- How to justify marketing spending such as acquisition cost
- How to calculate customer retention and survival rate
- How to improve the performance of marketing campaigns

**WHO SHOULD ATTEND**

Marketing practitioners, data analysts

**PRE-REQUISITES**

- Experience with marketing activities
- Basic understanding of data analytics

**REGISTER NOW!**

(National University of Singapore)

**DATE**

08 - 09 March 2018

**DURATION**

2 Days; 9.00am to 5.30pm daily

**VENUE**

National University of Singapore
### FEES & FUNDING

<table>
<thead>
<tr>
<th></th>
<th>International Participants</th>
<th>Singapore Citizens&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Singapore PRs</th>
<th>Enhanced Training Support for SMEs&lt;sup&gt;4&lt;/sup&gt;</th>
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<tbody>
<tr>
<td></td>
<td>Full Programme Fee</td>
<td>S$1,500.00</td>
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<td></td>
<td>Less: SSG Grant Amount</td>
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<td>(S$1,050.00)</td>
<td>(S$1,050.00)</td>
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<td>Nett Programme Fee</td>
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<td>7% GST on Nett Programme Fee</td>
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<td><strong>Total Nett Programme Fee Payable, Including GST</strong></td>
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<td><strong>S$481.50</strong></td>
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<td></td>
<td>Less Additional Funding if Eligible Under Various Schemes</td>
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<td><strong>S$181.50</strong></td>
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1. All self-sponsored Singaporeans aged 25 and above can use their $500 SkillsFuture Credit to pay for the programme. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to select the programme.

2. Mid-Career Enhanced Subsidy - Singaporeans aged 40 and above may enjoy subsidies up to 90% of the programme fee.

3. Workfare Training Support (WTS) - Singaporeans aged 35 and above (13 years and above for persons With disabilities) and earn not more than S$2,000 per month, may enjoy subsidies up to 95% of the programme fee.

4. Enhanced Training Support for SMEs (ETSS) - SME-sponsored employees (Singaporean Citizens and PRs) may enjoy subsidies up to 90% of the programme fee. For more information, visit [www.ssg.gov.sg/programmes-and-initiatives/training/enhanced-training-support-for-smes.html](http://www.ssg.gov.sg/programmes-and-initiatives/training/enhanced-training-support-for-smes.html).

5. Eligible organisations (excluding government entities) may apply for the absentee payroll funding via SkillsConnect at [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg) for Singaporean/permanent resident participants attending the programme during working hours. The absentee payroll funding is computed at 80% of hourly basic salary capped at $4.50 per hour or $7.50 per hour for SME or 95% of hourly basic salary for WTS. For more information, visit [https://www.skillsconnect.gov.sg/sop/portal/e-Services/For%20Employers/AbsenteePayroll.jsp](https://www.skillsconnect.gov.sg/sop/portal/e-Services/For%20Employers/AbsenteePayroll.jsp).