

# SPEC SHORT COURSES

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(Valid for sign up during NSA Virtual Roadshow period)

## Fees Payable After Subsidy by NSA\*: \$45.00 (1-day course)

\*NSA course fee subsidy applicable for Singaporeans and PRs aged 50 & above. Remaining fee payable by SkillsFuture Credit.



### A Beginners Guide to Facebook (Meta) Marketing & Advertising

Facebook (FB) Marketing helps businesses get more visibility on the giant social network, target greater site traffic as well as be easily found by new customers. This course equips you with the practical knowledge and skills in developing a FB marketing strategy to increase brand awareness & review and optimize performance. It covers latest trends, key concepts, framework and techniques with successful strategies for sales growth.

**Course Date: 6 October 2022**

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### Financial Intelligence for New Business Owners and Non-Financial Executives

By equipping yourself with the basic working knowledge of financial statements and calculations, you will be able to make sound decisions about all aspects of a business. You will learn to read and interpret a few basic financial instruments so that you can recognize opportunities to increase revenue, monitor costs and manage resources. By improving your financial know-how as an employee, you will empower yourself in many ways.

**Course Date: 7 October 2022**

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### Jump Start Your Own Fully Functioning eCommerce Store

This course is ideal for business owners or individuals who desire to start an online eCommerce business. It covers introduction to e-Commerce, how to set up and to operate your e-Store. This hands-on practical workshop will take you from beginner to advance level, regardless of your current skill level, and provide guidance along with other tips that are essential to launch a successful online store.

**Course Date: 22 October 2022**

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For course enquiry, email to [marketing@spec.org.sg](mailto:marketing@spec.org.sg)  
or contact via [mobile 80318318](tel:80318318)

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