

Media Branding & Content Marketing Strategy for SMEs, Entrepreneurs, Coaches and Mentors

TGS-2026065147

The Media Branding & Content Marketing Strategy for SMEs, Entrepreneurs, Coaches and Mentors course equips learners with practical skills to design, develop, and distribute impactful media content that drives brand visibility and business growth. Learners will learn how to analyse target audiences, define market positioning, and generate innovative media concepts using design-thinking and AI-assisted research tools. The course also develops strong competencies in narrative design and manuscript writing, enabling learners to craft clear, engaging stories and production-ready content aligned with audience needs and business objectives.

Learners will gain hands-on experience in content strategy development and cross-platform distribution, learning how to optimise content for engagement, reach, and return on investment across digital channels. Ethical and practical use of AI tools is integrated throughout the course to enhance research, ideation, writing efficiency, and performance optimisation.

Course Overview

- Marketing Strategy & Positioning
- Design Concept Generation
- Narrative Design & Storytelling
- Manuscript Writing & Content Structuring
- Content Development & Engagement Strategy
- Cross-Platform Distribution & Optimisation

Learning Outcomes



- Develop strategic media content aligned with business goals.
- Design a strong narrative flow that communicates brand identity and expertise.



- Create visual media concepts that enhance brand appeal and viewer trust.
- Craft persuasive marketing copy for products or programme launches and promotions.



- Plan a multi-channel distribution strategy to maximise visibility.
- Integrate the media content into business marketing funnels to generate leads and revenue.

Course Info

Duration

16 hours (2 days)

- 14 training & practical hours
- 2 assessment hours

Mode of Delivery

- Classroom Training

Relevant Job Roles

- Marketers
- Trainers
- SME owners
- Content creators
- In-house communications teams
- Brand managers
- Entrepreneurs

Course Fee

Full Fee: \$1200

Baseline Funding: \$600

MCES & ETSS Funding: \$840

Nett Fee Payable:

SC/SPR below 40 years old: \$600

SC 40 years old & above: \$360

Company sponsored (SC/SPR): \$360

- SFC eligible (for individual only)
- Absentee payroll funding & SFEC eligible
- Funding period till 22 Jul 2028

Contact Us



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