

**Work Attachment Learning Objectives
for Marketing Programme**

(effective for students matriculated from year 2019 onwards)

1. Introduction

Work Attachment (WA) is an experiential learning opportunity for students to enhance their employment readiness and employability through a supervised work placement with a Host Organisation (HO) in Singapore or overseas.

Students are encouraged to take on WA opportunities relevant to their study disciplines or alternative pathways to gain valuable real-life work experiences and build up their interdisciplinary skills and competencies. SUSS students may refer to the WA Guidelines in the CEL Portal.

Students may be assigned multidisciplinary tasks and cross-functional projects. Where appropriate, students may seek the approval from Head of CDO for any reasonable departure from their WA approved job functions.

2. Learning Outcomes

Students are encouraged to take on work assignments that build on their programme-based knowledge and skills and competencies from the SkillsFuture Framework ([SSG | Skills Framework \(skillsfuture.gov.sg\)](https://www.skillsfuture.gov.sg)).

A. Programme-Specific Learning Outcomes

Students are expected to carry out their WA in functional areas directly relevant to their enrolled field of study. For Marketing students, the functional areas are:

- i. Advertising & Promotion
- ii. Business-to-Business Marketing
- iii. Customer Relationship Management
- iv. Customer Support Services
- v. Digital Marketing
- vi. Direct and Database Marketing
- vii. International Marketing
- viii. Marketing Analytics
- ix. Marketing Management
- x. Marketing/Consumer Research
- xi. Product & Brand Management
- xii. Public Relations/Corporate Communications
- xiii. Purchasing & Merchandising/Channel Management
- xiv. Retailing & Wholesaling
- xv. Sales Management
- xvi. Services Marketing
- xvii. Societal Marketing

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The following set of learning outcomes aims at providing students with the opportunity to observe and apply broad-based entrepreneurial concepts in real work-related contexts.

- i. The student should be able to demonstrate strong conceptual and analytical understanding of core marketing principles.
- ii. The student should be able to demonstrate how these marketing principles can be applied through different marketing methods, tools, and techniques in various business situations and contexts.
- iii. Through undertaking various tasks during the WA, the student's analytical and practical understanding of business environments should be improved.
- iv. Through the exposure to different business functions (e.g., marketing, finance, human resource, accounting etc), the student should develop new insights into how these functional areas operate independently and interdependently to enhance business operations.

Please refer to the Skills Framework ([SSG | Skills Framework \(skillsfuture.gov.sg\)](https://skillsfuture.gov.sg)) for an overview of the relevant occupation/job role description, skills requirement, and career pathways.

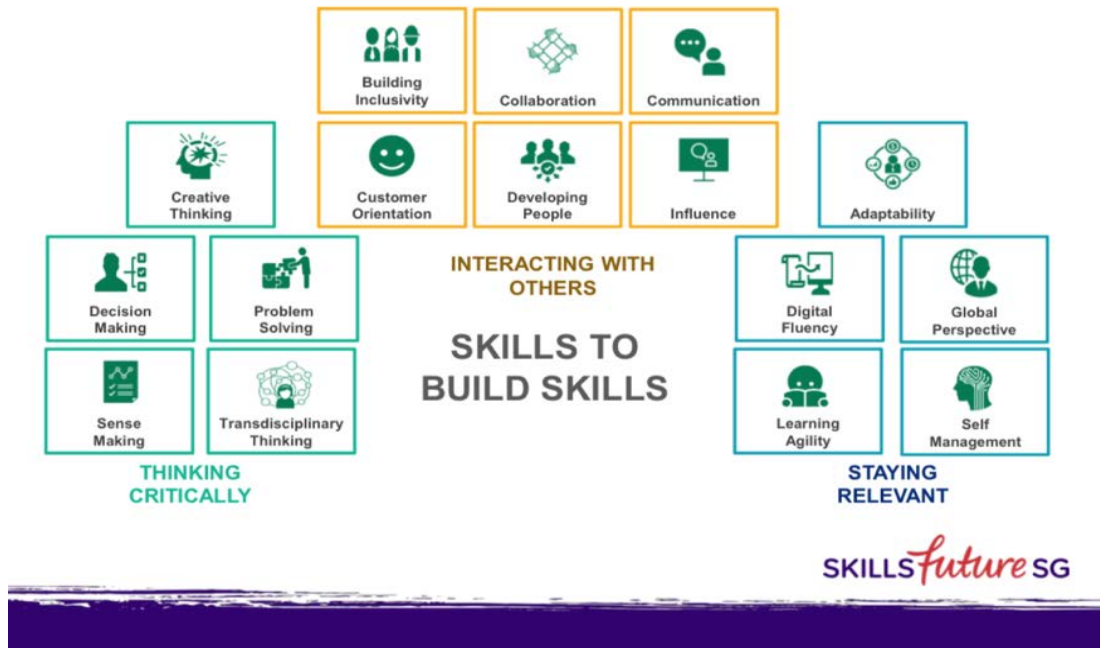
(B) Generic Learning Outcomes

The generic learning outcomes are aligned to the SkillsFuture Framework's critical core skills (CCS): [SSG | Critical Core Skills \(skillsfuture.gov.sg\)](https://skillsfuture.gov.sg).

Students are strongly encouraged to develop these CCS (16 competencies; grouped into 3 clusters) that are most relevant to their specific roles during WA. The CCS are transferable and they serve to enhance students' employability.

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Critical Core Skills (CCS)



Particular emphasis will be placed on:

- i. **Work attitude:** The extent which the student shows commitment and pride in pursuing goals and tasks given.
- ii. **Learning ability and reflection:** Student's ability to become proficient in their job duties and work flow, and ability to adapt what they have learnt to enhance outcomes of new tasks and duties.
- iii. **Quality of work and dependability:** Ability to set high work standards, shows consistency and thoroughness in task outputs, and displays proper work ethics.
- iv. **Problem solving, decision-making, and resourcefulness:** Ability in analysing general problems and issues, and in taking optimal course of action.
- v. **Planning and organization:** Ability to plan for given tasks and display an organised work orientation.
- vi. **Response to supervision:** Student's response to direction and constructive criticism
- vii. **Teamwork:** Ability to work with other colleagues.
- viii. **Interpersonal communication:** Ability to communicate with other colleagues.
- ix. **Oral communication:** Demonstrate effective oral communication.