

Course Outline

- Understanding the Social Media landscape
- Recognise the concept and context of 'Sharing' in 4Ps
- How to create relevant social media content
- The key functions and usages of:
 - 1) WhatsApp
 - 2) WeChat
 - 3) Line
 - 4) Instagram
- Integrating above social media platforms with a consistent message

Trainer's Profile

Mr Ziggy Soh, Senior Lecturer / Assistant Director (Outreach, Industry & Alumni), Ngee Ann Polytechnic

Mr Ziggy Soh is a lecturer and the former Course Chair of Diploma in Advertising & Public Relations at the School of Film & Media Studies, Ngee Ann Polytechnic.

He led a team of lecturers to create the unique agency-based learning model that has been the bedrock of the APR course since it was launched in 2009, and has been responsible in bringing in many of our industry partners in co-developing and co-assessing the modules in the second-year syllabus.

Being one of FMS's longest-serving lecturers, Ziggy has taught about a dozen different modules in the Mass Communication and APR courses, and groomed many of the leading lights in Singapore's advertising industry.

As part of NP's ongoing staff development programme, he went back to industry in 1999, and was Interactive Marketing Director and Account Director for Saatchi & Saatchi, Taiwan, for three years.

Ziggy co-authored the book *The Development of Singapore's Modern Media Industry*, a comprehensive account of the major media industries and related institutions in Singapore. The major components of Singapore's mass media: the press, television and radio broadcasting, film and cinema, advertising and public relations, were analysed in the book published in 1994.