MARKETING
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For Immediate Release

NUS EXTENSION AND MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE LAUNCH THREE NEW PROFESSIONAL DIPLOMAS
In Integrated Marketing Communications, Advertising Management and Public Relations

Singapore, 11 August 2011 –The NUS Extension (NEX) and the Marketing Institute of Singapore Training Centre (MISTC) today announced the launch of three new professional diploma programmes in Integrated Marketing Communications, Advertising Management and Public Relations. Targeted at marketing, advertising, public relations and communication executives, the three professional diplomas will be jointly awarded by NEX and MISTC.

Recognising the need for practitioners to upgrade and equip themselves with the most updated theoretical foundation, practical knowledge and skills in their respective fields, NEX and MISTC have designed the programmes to appeal to mid-level professionals looking to attain a highly recognised professional diploma and to gain a competitive advantage in their career.

All three programmes will be offered on a part-time basis, with each consisting of six modules and one graduating project. With the first intakes scheduled for October 2011, each of the programmes can be completed in 12 months.

"The content and structure for each of the 3 Professional Diplomas have been developed and crystallised after months of preparation in close consultation with content experts in the respective fields. In pursuing this certification with us, we trust that you would have embarked on your life-long quest to be professional at work. The competencies and knowledge gained will also satisfy your needs to "Stay Relevant" within your sphere of practice," commented Mr Simon Loh, Senior Programme Manager for NUS Extension.

"As a collaborated effort between the NUS Extension and the MIS Training Centre, these professional diplomas have the best to offer in terms of academic and practical knowledge in the fields of marketing communications, advertising and public relations. They are also a fine testament to MISTC's continuous effort in broadening our educational reach to provide the most relevant professional development in the industry today," said Mr Jefrey Gomez, Executive Director of the Marketing Institute of Singapore Training Centre.

This launch marks the second collaboration between NEX and MISTC. The two leaders in continuing education first partnered to launch the Professional Diploma in Asia-pacific Marketing in 1997 and have completed 26 successful runs to-date. The well-received programme has produced numerous outstanding graduates and remains sought-after today.

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About the Marketing Institute of Singapore Training Centre

The Marketing Institute of Singapore Training Centre is the training arm of the Marketing Institute of Singapore (MIS), the National Body for Sales and Marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners and provided networking opportunities for thousands of its members. For more information of the Institute please visit www.mis.edu.sg.

About the NUS Extension

NUS Extension is the continuing education arm of the National University of Singapore (NUS). Since its inception in 1966, NUS Extension has sought to promote life-long education and to make higher education available to a wider community of interested learners. For more information on NUS Extension and how you can invest in employees the NUS Extension way, please visit www.nus.edu.sg/enterprise/nex.

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