

Learn for Life, and Learn Throughout Life

Empower your future with SMU Academy,
your gateway to professional training

WHAT WE OFFER



Certificate Programmes

Certificate programmes comprise a series of modules that build expertise in a specific area of study.



Stackable Pathways

Progress from an Industry Graduate Diploma to an Industry Practice Master of Digital Economy.



Short Standalone Courses

Practical 1–2 day courses for adult learners, with up to 90% SWDA funding for eligible participants. T&Cs apply.



SkillsFuture Career Transition Programme (SCTP)

Equips mid-career professionals with in-demand skills and helps organisations hire job-ready talent.

About SMU Academy

SMU Academy is the professional training arm of Singapore Management University. It drives continuing education through innovative, practice-oriented programmes designed to build a future-ready workforce. With a strong focus on real-world application, SMU Academy empowers individuals and organisations to upskill, reskill, and stay competitive in a fast-changing economy.

25K+

Non-Unique
Individuals Trained
Annually

1.5K+

Future-Ready
Programmes

>80%

Rated 4 Out of 5 by
Participants

21k+

Employees
Upskilled

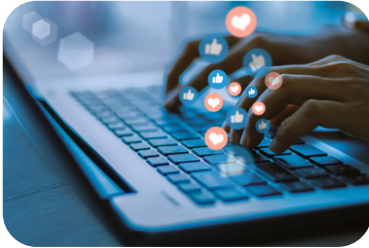


Scan to find out
more about
**SMU Academy
Programmes**

Build In-Demand Digital Marketing Skills

Gain practical skills in digital marketing strategy and AI-enhanced social media content creation.

Programmes

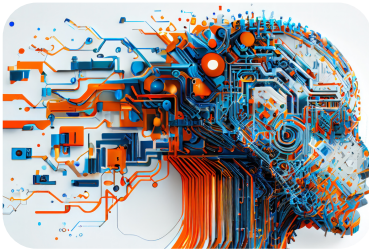


Advanced Certificate in Generative Artificial Intelligence-Enhanced Social Media Content Creation

Develop practical skills in AI-powered social media content creation, strategy, and performance optimisation.



Scan to find out more



Artificial Intelligence (AI) in Marketing: The Next Leap

Learn to harness AI tools to create personalised content, streamline marketing tasks and drive more effective campaigns.



Scan to find out more



Professional Certificate in Digital Marketing

Master digital marketing strategies to create impactful campaigns and drive better business results.



Scan to find out more



Using Generative AI for Content Creation

Explore how Generative AI can enhance content creation while developing practical skills and ethical guidelines for responsible AI use.



Scan to find out more



Take the first step.
Scan to register your interest now.