

STB MARKETING COLLEGE

learn. apply. share.

Raising Industry Marketing Capabilities

Aimed at raising tourism industry marketing capabilities, the STB Marketing College is a learning and development programme that will help sharpen your competitive edge. Choose from six capability modules and pick up marketing principles through interesting real-life examples and case studies that bring to life theoretical frameworks and practical toolkits.



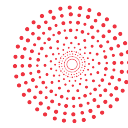
BRAND



ACTIVATION
PLANNING



STRATEGIC
PLANNING



CONSUMER



ACTIVATION
EXECUTION



TOURISM
ECOSYSTEM

Designed for learning anytime, the STB learning portal is accessible via web browsers on desktops and mobile devices. Best of all, it's completely free. So, gear up with your learning enthusiasm and a CorpPass account, and get started on your learning journey!

STB Learning Portal

Begin your learning journey on <https://learning.stb.gov.sg>.

Two ways to access the STB Learning Portal:

Access immediately with a CorpPass:

Please ensure STB-MC is one of the digital services that your CorpPass account accesses before you hop over to STB learning Portal to select "Login via CorpPass" for account creation.

To find out more about CorpPass, please visit www.corppass.gov.sg.

Access in first quarter of 2019 with alternative login using your email address:

Leave your contact with us as an indication of your interest and we will keep you posted when the alternative login method is available.



Scan here to
join our contact list

Stay in Touch with Us!

We would love to connect with you about STB Marketing College's resources available for your learning and development! Feel free to drop us a line at STB_Marketing_College@stb.gov.sg.