

Digital Marketing

This FREE on-line Level 2 Digital Marketing qualification is ideal for those who wish to develop their knowledge and understanding of Digital Marketing. The programme is designed for those who desire to form a foundation due to little or no previous digital marketing experience.

Learn the basics of marketing strategy including social media, Email and SEO (Search Engine Optimisation) as part of marketing campaigns.

Unit 1: Social Media for Business

Section 1: Understanding the range of social media platforms available for use by business

Section 2: Knowing how to use social media platforms to engage an audience

Section 3: Understanding the role of social media in building brand reputation

Unit 2: Email as a Promotional Tool for Business

Section 1: Understanding how email campaigns can help businesses reach and engage their audience

Section 2: Planning an email campaign

Section 3: Understanding the role of data protection regulations when implementing email campaigns

Unit 3: Digital Marketing Review

Section 1: Understanding the role of digital marketing

Section 2: Knowing how to review the effectiveness of digital marketing

Section 3: Knowing how to use outcomes of digital marketing effectiveness reviews

Unit 4: Understanding Search Engine Optimisation for Business

Section 1: Understanding the principles of Search Engine Optimisation (SEO)

Section 2: Knowing how Search Engine Optimisation benefits business

Section 3: Knowing how to use Search Engine Optimisation to benefit a business

Unit 5: Digital Marketing for Business

Section 1: Understanding the role of digital marketing in business

Section 2: Understanding how digital promotion is achieved

Section 3: Producing a plan to promote a business through digital channels

Section 4: Knowing how to use online presence to raise funds and cut costs

Approximate Course Duration – 8 - 12 weeks (based on an average of 10-15 hours of self study per week)

This qualification can be completed on either a desk top or mobile phone. There are no specific software

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requirements needed apart from a stable internet connection.

On successful completion you will receive an E-certificate.

Entry Requirements

This course is aimed at those 19 years (as at 31st of the academic year you are applying for) and over.

When applying for one of our free courses you will be asked to supply a copy of your ID, which can be either a passport, driving licence, birth certificate or national identity card. If you were born outside the EU, you must have proof of residency status and you will need to provide a copy for our records. If you have declared you are in receipt of benefits or low wage you will also need to provide us with evidence of this.

Please note whilst there is no limit to the number of free courses you can complete, you can only study one free course at a time.

In some instances fully funded applications are subject to postcode eligibility or prior attainment.

What's Next

Your Options

	Start Date	End Date	Course Level
Digital Marketing (Part Time)			
Online	01/08/24	31/07/25	2

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