

Digital Marketing TQUK Certificate level 2

Course Overview

This is a distance learning course, studied online at your convenience. You will be set submission dates but these can be altered if required. It is a great way to gain qualifications, for free, around your other commitments. Enrolment is daily, meaning you can start when you want to, you don't need to wait. This course offers an exciting opportunity to dive deep into the world of digital marketing, providing you with the essential skills to boost any business's online presence. Here's what you'll learn: Social Media for Business: Explore the vast range of platforms available and understand how to strategically use them to strengthen your business brand and engage with your target audience effectively. Email as a Promotional Tool: Master the art of email campaigns, from crafting compelling messages to understanding the important data protection regulations that keep your communications compliant and professional. Digital Marketing Review: Gain insight into the impact and effectiveness of digital marketing, learning how to leverage the right tools to maximize business growth and reach. Search Engine Optimization (SEO): Unlock the secrets of SEO and learn how to optimize your business's online presence to rank higher, increase visibility, and drive traffic to your website. Digital Marketing for Business: Understand how to develop a digital marketing plan that not only helps raise awareness but also supports fundraising efforts and reduces business costs. By the end of this course, you'll have a comprehensive understanding of how to use digital tools to effectively promote and grow a business. Whether you're a business owner, marketer, or entrepreneur, this is your chance to gain practical, hands-on knowledge that can make a real difference to your bottom line.

What you will learn

During this course consists of the following 5 unit, - Social Media for business - Email as a promotional tool for business - Digital marketing review - Understand search engine optimisation for business (SEO) - Digital marketing for business This course is purely online enabling you to access your learning at a time, place and pace that suits you.

Entry Requirements

You need to be over 19, and not currently studying any other government funded course. There are some funding eligibility requirements We can't provide funding in some areas of England and you must be a British Citizen or have settled status, you must also be living in England. On application we will check your eligibility and will signpost you to alternatives should be unable to fund you on this occasion.

How you will be assessed

There are no exams or observations, simply answer the questions by putting your research in your own words. At level 2, you must follow key terms within each question, such as describe, identify and explain. Once you have submitted your answers your work will be marked and feedback provided, sometimes you may be asked to revisit some of your answers, this is nothing to worry about and quite common.

Course Progression

You might use this qualification to help you secure a new role or promotion at work. It might spark a desire to learn more, if so we have numerous level 2 and 3 qualifications that would compliment this course, such as our level 2 Certificate in Event Planning. You could book an appointment with our National Careers Service Team to find out more.

What Happens Next

Apply online via the College website. You will be contacted to come into College if required, or you will be sent a conditional offer according to the entry requirements for the course. You will then be invited to enrol for your chosen course of study

Course Details

Course Code	P00787
Start Date	Various
Study Hours	Part Time
Duration	Various
Campus	Abbey Park Campus
Level	2

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