



CITY AND ISLINGTON
COLLEGE

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Westminster
Kingsway College

The College of
Haringey, Enfield
and North East London



Capital
City
College
Training

Digital Promotion for Business - Level 2 Certificate

This course covers the skills to succeed in an ever-evolving digital media industry and is taught alongside the fundamentals of business which will prepare participants for a job within the sector.

The course is designed to prepare participants for a career in digital marketing by sharing essential knowledge that enables businesses to promote themselves online and compete with each other and help increase business revenue.

WHAT WILL I STUDY?

- Unit 01 – Digital Promotion for Business
- Unit 02 – Understanding Search Engine Optimisation
- Unit 03 – Production of Digital Content for Business
- Unit 04 – Data Protection and Digital Media for Business
- Unit 05 – Measuring the effectiveness of Digital Promotion Activities for Business
- Unit 06 - Understanding Social Media
- Unit 07 - E-mail Campaigns for Business Promotion
- Unit 08 - Online Reputation Management

WHAT WILL I NEED?

- Must be 19 or over
- Have lived in the UK or EU in the last 3 years and is able to provide evidence to prove they currently live in Greater London (or non-devolved budget areas in England)
- Passport or EU ID and proof of state benefits, if applicable.

Employed people are eligible for these courses if they are taken independently and completed in their own time.

HOW WILL I BE ASSESSED?

You will be required to complete the course assessment which is based on portfolios of evidence for each mandatory unit and one assignment for each chosen optional unit.

Day: Monday & Wednesday

Time: 18:00 - 20:30

Duration: 12 weeks

Venue: Online



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WHAT CAN I DO AFTER?

Employment into roles such as a social media assistant and Digital Marketing Apprenticeship.

Day: Monday & Wednesday

Time: 18:00 - 20:30

Duration: 12 weeks

Venue: Online

