

# 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**

## **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**

