

TQUK Level 2 Certificate in Digital Marketing (Online)

Ofsted Outstanding Provider

Course Level: Level 2

Campus: Newcastle

Subject Type: Accounting, Business, Travel & Legal

Course Overview:

The TQUK Level 2 Digital Marketing course 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.

What's Covered:

This course is a knowledge-based and a nationally recognised qualification, aimed at students looking to develop an understanding of Digital Marketing

To be awarded this qualification, learners are required to successfully complete 5 mandatory units:

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

Entry Requirements:

There are no formal entry requirements for this course, however you should have a good level of reading and writing skills.

Assessment Information:

This course will be delivered online and via the Skills Network platform. Please ensure to have laptop or tablet and internet connectivity.

To achieve this qualification learners must successfully demonstrate their achievement of all learning outcomes of the units as detailed in this qualification specification.

Fees and Financial Support:

This course is FREE to adult learners aged 19+ who have been a UK/EU Resident for 3 years or more.

Progression:

Level 3 Qualification:
Progress to a Level 3 Diploma in Digital Marketing or a related Business qualification.

What else do I need to know?

This qualification aims to introduce learners to concepts of digital promotion that can be used in a business setting, access to digital equipment and an ability to be online is essential.

How do I find out more?

Please email Kate Curtis at Kate.curtis@nscg.ac.uk for further information