

# TQUK Certificate in Digital Marketing



Course Level: Level 2

Campus: Both

Subject Type: Accounting, Business, Esports, Computing & Travel

## Course Overview:

Explore the world of digital marketing with this online course. Learn the key concepts and trends to help you to upskill including social media, SEO and content marketing. Gain the practical needed skills to excel in today's digital landscape.

## What's Covered:

This qualification will help you to develop your understanding of how to promote a business in a digital age. The course is ideal for those who wish to develop their knowledge and understanding of digital marketing.

Our industry-trained team will help you to learn the basics of marketing strategy including social media, email and search engine optimisation as part of marketing campaigns.

This would be useful if you want to improve your own digital promotion in a real business situation, or as a foundation for further learning in subjects such as:

- marketing
- business
- ICT
- media

This qualification requires that you demonstrate the skills and knowledge needed to successfully promote a business using up-to-date digital techniques. It comprises 9 units in order to achieve the certificate. They are:

- digital promotion for business
- understanding search engine optimisation for business
- coordinating the use of digital media for business
- coordinating offline and digital media for business
- emergent digital techniques for business
- producing digital promotional content for business
- data protection and digital media for business
- measuring the effectiveness of digital promotional activity for business
- understanding social media

## Entry Requirements:

This qualification is suitable for you if you work in small businesses or charity and want to enhance your skills in digital promotion or specialise in this area through further learning or training. There are no entry requirements for this qualification.

## Assessment Information:

The qualification is assessed by internally set and marked assessments subject to external quality assurance.

All learning outcomes which assess knowledge and understanding (usually beginning with 'Understand') may be assessed through, for example, internally set and marked written assignments, tasks, records of oral or written questions, work books or other portfolio evidence

### **Fees and Financial Support:**

A range of financial support may be available for adult students to help towards the cost of your fees, equipment, childcare and/or other expenses while studying, depending on your personal circumstances and the course you are studying. [For more details visit nscg.ac.uk/finance](https://nscg.ac.uk/finance)

### **Progression:**

Our full time level two or three business or IT subjects would be of particular interest to learners having achieved this 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.

This course will use a blended learning approach. It can be studied over one year. There will be several dates scheduled in the year to be on site on a Tuesday evening, complemented by online learning throughout the year at your own pace.

## **How do I find out more?**

Please email Becky Sargeant on [becky.sargeant@nscg.ac.uk](mailto:becky.sargeant@nscg.ac.uk) for further information