



Level 2 Award in Digital Marketing

Dates: 23/04/2026

Locations: Lisson Grove Centre

This Level 2 Gateway Award is a 12 week course that will introduce you to the key principles of digital marketing via social media, email and adverts. This course will give you a foundation for progression into higher level study.

Entry Requirements

This is a beginner's course and is suitable for learners with an interest in digital marketing, but with little or no experience.

All applicants must have:

- An interview and assessment to confirm that the course is suitable for them.
- English and maths at Level 1 or GCSE Grade 3/D and above
- Good IT skills at level 1 or above.

What topics does the course cover?

- Digital marketing approaches used to target customers in different sectors
- The importance of Search Engine Optimisation (SEO) in digital marketing
- How different technologies are used in digital marketing campaigns
- The importance of market research in planning a digital marketing campaign
- Creating a proposal for a digital marketing campaign to promote a given company, product or service to an audience.

How will I be taught and assessed?

This course is delivered 1 day and on evening per week for 12 weeks with a combination of face-to-face and online sessions, studio practical skills, plus directed study time. The course will introduce you to Digital Marketing through discussion, demonstrations, group work, and practical exercises and projects.

Please note this course will run at Lisson Grove on Wednesdays, 9.30-4.30pm.

Are there any other costs or equipment I need to get?

You must have access to a computer so you can complete homework at home. You must be able to download, install and work via

Microsoft TEAMS.

Other costs include an investment in your time to complete self-directed study outside of the tutor led activities, around 4-6 hours per week.

By the end of the course what should I be able to do?

- Describe digital marketing approaches used to target customers in different sectors
- Explain the importance of Search Engine Optimisation (SEO) in digital marketing
- Outline how different technologies are used in digital marketing campaigns
- Explain the importance of market research in planning a digital marketing campaign
- Identify suitable strategies, using channel(s) appropriate to the company, product or service and aspecific audience

What are the progression opportunities following this course?

To progress onto our Level 3 Diploma in Digital Marketing, starting in January:

- Learners must be working at Level 1 English and maths.
- Good IT skills at level 1 or above.
- Have good levels of punctuality and attendance
- Have produced a small portfolio of work in the subject area.