

# Level 2 Certificate in Digital Promotion for Business (Online)

**Dates:**

**Locations:**

This course has a duration of 17 weeks and it aims to: Introduce learners to concepts of digital promotion that can be used in a business setting. The objectives of these qualifications are to help learners to: Progress to other related general and/or vocational qualifications and develop their understanding of a wide range of topics - including search engine optimisation (SEO), data protection and social media.

## Entry Requirements

In order to undertake this course, you must have English at Level 1. You will need to know how to use and have access to an electrical device such as; a computer, laptop or tablet due to the delivery of the course being all online

## What topics does the course cover?

Certificate in Digital Promotion for Business, learners are required to successfully complete 8 optional units:

Unit 1: Digital Promotion for business

Unit 2: Understanding search engine optimisation for business

Unit 3: Coordinating the use of digital media for business

Unit 6: Producing Digital Promotional Content for business

Unit 7: Data protection and digital media for business

Unit 8: Measuring the effectiveness of digital promotional activity for business

Unit 9: Understanding social media

Unit 12: Online reputation management

## How will I be taught and assessed?

You will be provided with online learning materials which covers all aspects of your course and you will be required to complete

assessments for each of the units within the course and submit these by the deadline dates provided at induction. You will be allocated an assessor at the start of your course, and they will support you to ensure you have a successful outcome. IT skills will be developed throughout your course and basic English skills will be assessed and discussed on an ongoing basis.

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

The course is free if you meet the eligibility criteria. In order to be eligible for funding, you must be an ordinarily resident in England and be aged 19 or older on 31 August 2026. You will need internet access so that you can respond to email and a digital device that will enable you to type your answers into a web-based platform.

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

While completing these qualifications, learners may develop the knowledge, understanding and essential skills employers look for in employees. These range from familiar 'key skills' such as team working, independent learning and problem solving, to more tricky-to-measure skills such as: An appreciation for appropriate behaviour and dress:

- Appropriate interpersonal skills
- Communicating with professional colleagues/peers and/or hierarchical seniors
- Supporting other aspiring employees
- Personal manners and deportment
- Understanding work practices and how different roles and departments function within an organisation

## **What are the progression opportunities following this course?**

Learners who achieve these qualifications could progress to:

- Level 2 Certificate in IT User Skills (ITQ)
- Level 2 Certificate or Diploma in Creative Media
- Level 2 Diploma in Skills for Business: Sales and Marketing
- Level 3 Diploma or Extended Diploma in Creative Media
- Level 3 Certificate or Diploma in IT User Skills.

They may also be useful to learners studying qualifications in the following areas:

- Marketing • Business • ICT • Media