

Level 3 Certificate in Digital Marketing for Business

Dates: 15/09/2026, 06/01/2027

Locations: Lisson Grove Centre

This Level 3 Gateway Certificate is a 24 week course that will develop your skills in Digital Marketing and Social Media for E-Commerce. This course will prepare you for employment within different roles in the digital and creative industries and in other industries that require specific digital and IT skills within Social Media for E-Commerce.

Entry Requirements

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/C and above
- Good IT skills at level 1 or above.
- Evidence of a good portfolio in the subject area OR a level 2 award in subject area

What topics does the course cover?

- Project Management (Social Media for Ecommerce)
- Digital Marketing
- Digital Graphics and Animation
- Digital Marketing Metrics and Analytics
- Social Media Marketing (SMM)

How will I be taught and assessed?

This course is delivered one day per week for 24 weeks with studio practical skills, plus directed study time. The course will develop your knowledge of Digital Marketing through discussion, demonstrations, group work, and practical exercises and projects.

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?

- Understand the principles of project management and the methodologies used by organisations to manage IT projects.
- Understand the uses and characteristics of digital graphics and animation.
- Understand the role of digital marketing and how it helps an organisation to achieve its goals.
- Understand the sales funnel in digital marketing.
- Understand the role of social media in digital marketing.

What are the progression opportunities following this course?

This course will prepare you for employment within different roles in the digital and creative industries and in other industries that require specific digital and IT skills within Social Media for E-Commerce.