



Course details

Course title

Award in Digital Promotion for Business (OG) Level 2

Course code

Q00017632

Course date

Start: 04/02/25

End: 01/07/25

Number of classes

17 sessions

Timetable

Tue 4th Feb, 9:30 to 12:30
Tue 11th Feb, 9:30 to 12:30
Tue 25th Feb, 9:30 to 12:30
Tue 4th Mar, 9:30 to 12:30
Tue 11th Mar, 9:30 to 12:30
Tue 18th Mar, 9:30 to 12:30
Tue 1st Apr, 9:30 to 12:30
Tue 22nd Apr, 9:30 to 12:30
Tue 29th Apr, 9:30 to 12:30
Tue 6th May, 9:30 to 12:30
Tue 13th May, 9:30 to 12:30
Tue 20th May, 9:30 to 12:30
Tue 3rd Jun, 9:30 to 12:30
Tue 10th Jun, 9:30 to 12:30
Tue 17th Jun, 9:30 to 12:30
Tue 24th Jun, 9:30 to 12:30
Tue 1st Jul, 9:30 to 12:30

Tutor

Karen Duncan

Fee range

Free to £150.00

How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

Venue

Online

Level of study

2

Course overview

Get to the core of how to build or promote a business with this digital marketing course. Digital promotion activities such as online and social media marketing can help you support your company's growth or build your own business. Get first-hand knowledge of key business activities that promote growth. Gain a clear understanding of digital marketing practices with this digital skills course. It's ideal for flexible learning as you can choose topics that interest you from a variety of units. Pick up crucial skills for employment that can help you in any sector and build skills for your CV.

Course description

Understand the underpinning principles of digital marketing. Learn digital skills for effective content creation and learn how to attract more customers to your website. Explore ways to generate organic and paid search traffic and understand the core concepts of Search Engine Optimisation (SEO). Do social media training to appreciate the roles of these channels in digital marketing strategies.

You will also be able to learn about email campaigns, offline digital work, and online fundraising, amongst other topics.

There is a Level 2 Award and a Level 2 Certificate in Digital Promotion for Business. Both offer the same range of topics to choose from but differ in the number of units you study.

This course is an Award and takes around 75 hours to complete.

If you have doubts about which course is best for you, our staff will be happy to advise you over the phone and make sure you pick the right course for your needs.

Afterwards you can progress to a variety of Level 3 courses. Options include Data Protection, Marketing, or Business courses. You can also do social media training or digital marketing courses online.

You will do various tasks for your assessment portfolio. These can include worksheets, plans, and reports. Your tutor will guide and support you through every step of the process.

Please make sure you have access to the internet for the duration of this course. Our tutors use the WEA's digital learning portal, Canvas, to send you important information and tasks. You'll also take part in video classes.

The WEA specialises in teaching adults. We want you to enjoy your studies, that's why our tutors take great care to create a positive and flexible learning environment.

Most of our courses are free for most of our learners. Please note that you need to get to the end of the enrolment process to see the discounts.

What financial support is available?

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

What other support is available?

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

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