

Digital Marketing



Course Overview

If you are seeking employment within marketing, business or media, or are already working within this sector and wish to develop your knowledge of digital marketing, the Level 2 Certificate in Digital Marketing course is designed for you. The purpose of this qualification is to help you to develop your knowledge of digital marketing. Successful will allow you to understand what digital marketing is, why it is important and how it can impact upon business growth.

What You Will Study

Unit 1: Social Media for Business

- Section 1: Understanding the range of social media platforms available for use by business
- Section 2: Knowing how to use social media platforms to engage an audience
- Section 3: Understanding the role of social media in building brand reputation

Unit 2: Email as a Promotional Tool for Business

- Section 1: Understanding how email campaigns can help businesses reach and engage their audience
- Section 2: Planning an email campaign
- Section 3: Understanding the role of data protection regulations when implementing email campaigns

Unit 3: Digital Marketing Review

- Section 1: Understanding the role of digital marketing
- Section 2: Knowing how to review the effectiveness of digital marketing
- Section 3: Knowing how to use outcomes of digital marketing effectiveness reviews

Unit 4: Understanding Search Engine Optimisation for Business

- Section 1: Understanding the principles of Search Engine Optimisation (SEO)
- Section 2: Knowing how Search Engine Optimisation benefits business
- Section 3: Knowing how to use Search Engine Optimisation to benefit a business

Unit 5: Digital Marketing for Business

- Section 1: Understanding the role of digital marketing in business
- Section 2: Understanding how digital promotion is achieved
- Section 3: Producing a plan to promote a business through digital channels
- Section 4: Knowing how to use online presence to raise funds and cut costs

Attendance Expectations

No need to attend College, work from home at a pace that suits you.

How You Will Be Assessed

The course is delivered via distance learning, supported by a range of interactive online resources. Work is assessed by the tutor throughout the programme from induction to completion.

Entry Requirements

There are no specific entry requirements however learners should have a minimum of Level 2 in literacy and numeracy or equivalent.

START DATE

Available to enrol from August 2026

LEVEL

Level 2

STUDY MODE

Part-time

DURATION

12 weeks

AWARDING BODY

TQUK

LOCATION

Online Learning



For further information about this course, including Entry Requirements, Assessments and Further Study, scan the QR code.

Need More Information?

For additional course information please contact the Course Information Team on **01924 789111** or email courseinfo@heartofyorkshire.ac.uk.

To learn more about the Heart of Yorkshire Education Group, our facilities and how we can support you please visit our website www.heartofyorkshire.ac.uk.

Quick Links



**How to
Apply**



**Student
Support**



**Virtual
Tours**



Fee Information

Funding is available for this course subject to Post Code.

Further Study

You may wish to complete further distance learning courses in:

- Principles of Customer Service, Business Administration
- Principles of Team Leading.

