

# Digital Marketing

BUSINESS &amp; MANAGEMENT

Heart of Yorkshire  
Education Group

## 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.

#### START DATE

Available to enrol  
from August 2025

#### 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](mailto: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](http://www.heartofyorkshire.ac.uk).

## Quick Links



How to  
Apply



Student  
Support



Virtual  
Tours



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## 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.

## Fee Information

This is a free course.

## Further Study

You may wish to complete further distance learning courses in: Principles of Customer Service, Business Administration or Principles of Team Leading.

