

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.

START DATE	LEVEL
Available to enrol from August 2025	Level 2
DURATION	12 weeks
STUDY MODE	Part-time
LOCATION	Online Learning
AWARDING BODY	TQUK



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



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.

