

Computing, Digital and IT

Digital Marketing Level 2 Part-time (Online)

In Brief

Start Date / Duration

This course next starts from 13 January. It can be studied in your own time but must be completed in ten weeks with assignment dates set within this time.

Entry Requirements

There is no requirement for you to have undertaken a specific qualification but you should be able to demonstrate the skills and ability to study at Level 2 and, ideally have prior experience working with computers.

You must be aged 19 or above to study this course.

You will achieve

Level 2
Certificate in
Digital
Marketing

Course Overview

This course is ideal for you if you wish to develop your knowledge and understanding of digital marketing, even if you have little or no previous digital marketing experience. You will learn the basics of marketing strategy including social media, Email and Search Engine Optimisation (SEO).

Course Content

You will study the following units:

- Unit 1: Social Media for Business
- Unit 2: Email as a Promotional Tool for Business
- Unit 3: Digital Marketing Review
- Unit 4: Understanding Search Engine Optimisation for Business
- Unit 5: Digital Marketing for Business

How will I be assessed?

You will be assessed through the online Skills Networking portal and a series of unit assessments and tasks.

What Equipment Will I Need?

A computer with internet access.

Where will I study?

This is an online course.

What can I do next?

After successful completion of the course, you could move on to a Level 3 qualification or employment in a related area.

How much does the course cost?

This course costs £362. This course may be FREE to study depending on your circumstances – please see the drop-down option below for more details.

19+ Students

Aged 19 or over and thinking about Further Education? You may be eligible for free or reduced course fees . Please refer to our page ['paying for your course.'](#)

Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on 01226 216 267.

Extra information

Eligibility for Funding

Part-time courses are only available for learners who are 19 years old and above. You may not have to pay for this course if you are employed but earn below £23,400 a year, or if you are unemployed and receive Job Seekers Allowance, Employment and Support Allowance or Universal Credit. You will need to provide evidence of your eligibility which will be checked at enrolment.

This course is funded by *South Yorkshire Mayoral Combined Authority (SYMCA) and/or West Yorkshire Combined Authority (WYCA)*. You must be living in the South or West Yorkshire regions to qualify for funding.

Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email info@barnsley.ac.uk [<mailto:info@barnsley.ac.uk>]

Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

Last updated: 24th October 2024

Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started

Call us on **01226 216 123**