

TQUK Level 2 Digital Marketing



Croydon
College



Course overview

The TQUK Level 2 Digital Marketing course is ideal for those who wish to develop their knowledge and understanding of Digital Marketing. The programme is designed for those who desire to form a foundation due to little or no previous digital marketing experience.

Learn the basics of marketing strategy including social media, Email and SEO (Search Engine Optimisation) as part of marketing campaigns.

Learning method

Studying via distance learning means you can choose when and where you study. We ensure you get all the support you need throughout your course in the form of a personal Tutor and a Learner Support Advisor.



Fully Online

All of our award-winning, online learning resources are of the highest quality and are designed to be engaging and interactive to keep you focused on your learning at all times

Who is suitable?

The TQUK Level 2 Digital Marketing programme is ideal for those who wish to develop their knowledge and understanding of Digital Marketing. It's also valuable for anyone who is planning a career that requires an understanding of Digital Marketing and is looking to gain a qualification in this.

The programme is suitable for learners aged 19 years and above who desire to form a foundation due to little or no previous experience of Digital Marketing.



What you will learn

This course is split into five manageable 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

Benefits

- Gain a nationally recognised qualification
- Courses are delivered via distance learning, allowing learners to choose when and where to study
- Engaging and interactive activities that stretch learners' thinking and help put their new, extended knowledge into practice
- Expert curriculum tutors are assigned to provide the support learners need to succeed
- Study will develop learners' knowledge, skills and confidence to enhance their future work and life
- Personalised learning support from our excellent Online Learning team

