

# Digital Marketing (Online)

## Level 2

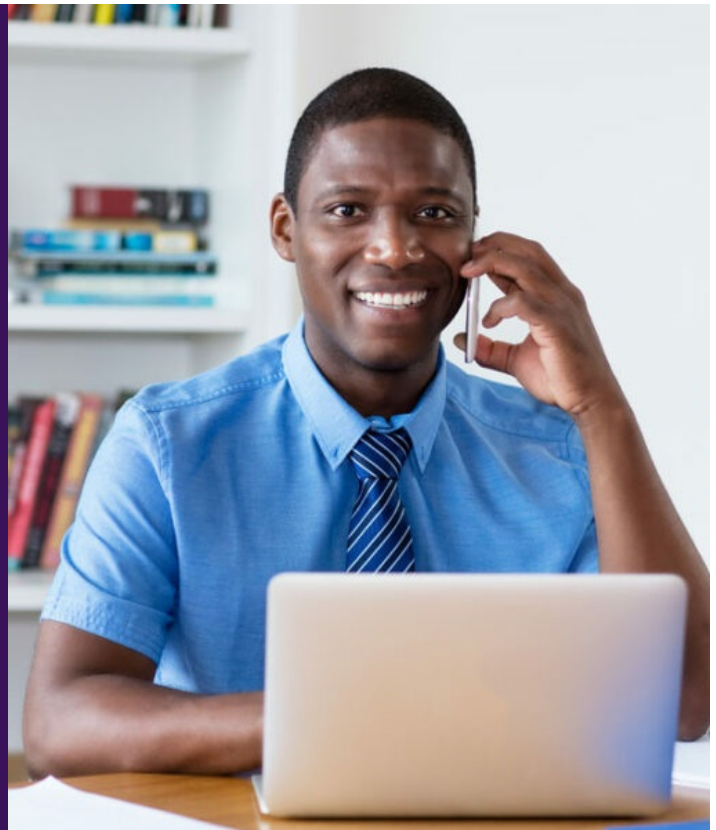
STUDY MODE  
Part time

LOCATION  
Moulton

LEVEL  
Level 2

START DATE  
1 August 2025

DURATION  
0 years



This online 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. The online study format of the course means that you can balance your studies around your other commitments at work and home.

## What will I learn on the course?

### 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

## **What will this course cost me?**

This course is free of charge so long as you meet the entry requirements.

## **What does a typical week look like?**

This course is ideal for people who like to learn independently and do not wish to come on to campus to study. The online portfolio of resources and assessment questions means that you can organise your study to be at a time/day to suit and from a location which is convenient.

## **How will I be assessed?**

The course is online. When you enrol you will be given a login to our learning platform where you will find your interactive learning materials and assessments. You will be given deadline to complete and submit the work. You will receive detailed feedback on your work so that you can improve your skills as you progress through the course.

## **Where can it lead to?**

The qualification makes you a valuable asset to employers and provides a solid foundation for further career advancement. With

practical experience and continuous learning, you can progress to more senior roles within the business sector.

## What are the entry requirements for this course?

To study for this course you must live in England and be aged 19 years or over. To complete the enrolment process you will need your National Insurance number, a form of identification, employment documents and details of your previous qualifications.

Visit this course on our website: <https://www.moulton.ac.uk/courses/bm04/digital-marketing-online--level-2>

For further information please contact the college: <https://www.moulton.ac.uk/contact>