London Borough of Hounslow

Hounslow Adult & Community Education
Course Information Sheet

Course Title	Course Code	Day/s	Time	Start Date	End Date
Advertising your Business Online	**MZ135PPA**	**Monday**	**7.00-09.00pm**	**2/11/2020**	**7/12/2020**

You will track your progress by accessing your online learning plan (ILP), at the start and at the end of the course. You will respond to questions and feedback in the Google Classroom.

By the end of the course you will be able to:

- Harness internet for advertising your offline / online business
- Utilize free social media tools to generate awareness, engage customers and loyal user base for your business
- Create brand building campaigns via social media
- Get maximum value out of paid google and Facebook advert

What is required to attend the course?

- This course is best suited for those who have a small business or are planning to start one

Technical Requirements for our Online Courses:

- Access to internet with camera and microphone.
- You must know how to independently access Google Suite Apps - access to a Chrome Browser or Download Phone Apps to access Google Meet, Google Classroom and Google Docs.
  Link to download Chrome: https://www.google.com/chrome/
- A **hace.ac.uk** account – which will be created after enrolment if you do not have one. You will be sent the Log in Details to this NEW Gmail account the next day (initial password: Hounslow1).
- You must check your hace.ac.uk regularly and accept the invite to Join the Google Classroom a day before your class starts.

This course might be free/discounted for you please check your eligibility here:

- https://www.hace.ac.uk/courses

After this course you will be able to:

- Enrol onto another course for small business or any other Adult Learning courses.

Who can I contact for further information?

- For employment support, please visit http://www.hace.ac.uk/employment-support
- For more information please call 0208 583 6000