L2 Award in Digital Promotion for Business (Unit 3,6 & 7)

Course Code	Venue & Contact Details	
MZ299DGA	**Venue**	Online, using Google for Education,
	Address **Phone** **Email** **Website**	www.classroom.google.com 020 8583 6000 courses@hounslow.gov.uk www.hace.ac.uk

Day	Times	Start date	End date	No of Weeks	Total Fee
Tuesday	9.45am-1.15pm	21/09/2021	14/12/2021	**12**	**£186/*Free**

If you are unemployed, looking for work, and are in receipt of a means tested benefit, you do not have to pay the course fees. You will need to sign a self-declaration form stating that you are looking for a job and provide supporting evidence.

If you are in low paid employment and you earn less than £10.85p/h or £21,157.59 annual gross salary,you do not have to pay the course fees. You will need to provide proof of income, for example, this could be a wage slip within 3 months of the course start date, or a current employment contract, which states gross monthly/annual wages.

About the course

This is a qualification course that will be delivered online. The qualification is awarded by NCFE
https://www.ncfe.org.uk/

This qualification aims to introduce learners to concepts of digital promotion that can be used in a business setting.

For more detailed information about this qualification course, please click on the following link – [l2-a-c-digital-promo-business-601-6671-x-601-6673-3-qual-spec-issue-51.pdf (qualhub.co.uk)](#)

What will I learn?

To achieve this Award, you would be completing 3 units:

Unit 3: Coordinating the use of digital media for business

Unit 6: Producing digital promotional content for business

Unit 7: Data protection and digital media for business

What are the entry requirements?

- There are no specific recommended prior learning requirements for these qualifications. However, learners may find it helpful if they've already achieved a Level 1 qualification. These qualifications are suitable for learners aged pre-16 and above.
- This course is for beginners with little or no previous knowledge of using digital media for business. However, to access this course a good level of written English & basic digital skills is essential
- We use Google Suite for Education to record your learning journey. If you are a new learner with us, we will create an account for you. Details will be sent to your personal email so please check your inbox and spam regularly prior to course start.

What do I need to bring with me?

- This is an online course – please see the '**Devices and Digital Applications Required for Online Courses'** section below
- Please ensure that you attend classes using a laptop/desktop. Mobiles & tablets can be used for live meets interaction, but sometimes do not support different formats in which assignments are to be completed.
- You may wish to bring a piece of paper and a pen to take notes

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How will my learning be assessed?

The Level 2 Award and Certificate in Digital Promotion for Business are internally assessed and externally moderated.

Internal assessment: Each learner must create a portfolio of evidence generated from appropriate assessment tasks which demonstrates achievement of all the learning outcomes associated with each unit. Any work submitted for internal assessment must be completed during scheduled assessment hours in accordance with the scheme of work, and must be authenticated and attributable to the learner. The Tutor must be satisfied that the work produced is the learner's own and the learner must declare that the work is their own. In practice, this means that all of the portfolio of evidence will be completed in normal class time within scheduled assessment hours and kept separate from any teaching and learning hours. The internal assessment component is based on 100% coverage of the qualification content which is assessed holistically against descriptors to achieve a grade.

You will submit your course work and track your learning in Google Classroom. You will participate in group discussions and receive guidance.
To successfully complete the course your attendance should be a minimum of 85% and course work should be completed by the end of the course. **Please note that the first session is an induction to the course and the centre, so it is therefore essential that you attend.** If you for any reason are unable to attend, please let us know and ensure that you read through the induction slides located in your Google Classroom and complete any related tasks.

Devices and digital applications required for online courses

As part of this course is online, access to a computer or a laptop and a good internet connection is required. We recommend that you download Google Chrome Browser.

If you do not have a computer or a laptop but you would like to do the course, please do ask to speak to a curriculum manager, as we might be able to support you.

What can I do after completing this course?

Learners who achieve these qualifications could progress to:

- **L2 Certificate in Digital Promotion for Business** by completing additional units (please refer to the Qualification Specification Document above to find out what additional units are available)
- Our non-accredited Business Learning Programmes
- You can call us to find out about upcoming courses on 020 8583 6000

As part of our IA&G, your tutor will give you a more specific advice on what you could do next at the end of the course based on your personal circumstances.

Information, advice and guidance for employment

- Call 020 8583 6174 to speak to an advisor
- Email work@hounslow.gov.uk
- Visit http://www.hace.ac.uk/employment-support