LEARNHOUNSLOW London Borough of Hounslow

Grow your Business through Online Advertising

Course Code	Venue & Contact Details	
MZ299EGA	**Venue**	Online, using Google for Education,
	Address	www.classroom.google.com
	Phone	020 8583 6000
	Email	courses@hounslow.gov.uk
	Website	www.hace.ac.uk

Day	Times	Start date	End date	No of Weeks	Total Fee
Tuesday	7.00pm-9.00pm	14/09/2021	23/11/2021	**10**	**£88/*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 course is part of our business learning programme aimed to support local residents into starting their own small business or growing the existing one.

The course is aimed at those who are running a small business or planning to start one and would like to learn how to harness the internet and social media for growing their business. You will learn some tricks of how to effectively utilise free and paid advertisements brandings to support your business growth.

What will I learn?

After this course you will be able to:

- Identify how to utilise the internet for business advertising and build a digital marketing strategy
- Utilize free social media tools to engage customers and create brand campaigns via social media
- Identify how to get maximum value out of paid Google and Facebook advertising
- Map analytics data and marketing objectives for a comprehensive digital marketing strategy

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What are the entry requirements?

- This course is for beginners with little or no previous knowledge of online/digital advertising. 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

How will my learning be assessed?

This is a non-accredited course with the intent to benefit lifelong learning. Your tutor will give you regular verbal and written feedback to support your progression. 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 therefor 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

This is an interactive online course which requires access to a good internet connection and a device with a camera and microphone. We recommend that you download Google Chrome browser if using a laptop or PC. For tablets and smartphones, we recommend you download the Google Meet and Google Classroom apps.

What can I do after completing this course?

- The most obvious progression pathways after this course are other business courses which are part of our Business Learning Programmes. However, 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.
- You can call us to find out about upcoming courses on 020 8583 6000

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