



London Borough of Hounslow

Hounslow Adult & Community Education Course Information Sheet

Course Title	Course Code	Day/s	Time	Start Date	End Date	No of weeks
Level 2 Award in Digital Promotion for Business	MZ435PTA	Thurs & Fri	9.30am-12noon	24/09/2020	4/12/2020	10

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

The objectives of this qualification is to introduce you to concepts of digital promotion that can be used in a business setting

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

- Describe a range of digital promotional activities
- Outline the purpose and aim of digital promotional activities for a business
- Give positive and negative points of a range of digital promotional activities
- Identify the digital promotional goals for a business
- Plan digital promotional activities for a business using SMART objectives
- Summarise the purpose and function of SEO
- Compare the results of different online searches for business services and products
- Describe how SEO generates online traffic for a business
- Give examples of methods to increase online traffic
- Identify ways to increase online traffic for a business
- Design an SEO strategy for a business
- Give positive and negative points of a range of different digital media for a business
- Describe the role of digital media in promoting a business
- Describe how digital media supports the customer conversion process
- Identify a business' needs and objectives
- Plan a coordinated digital campaign for a business

What is required to attend the course?

- Good level of literacy to be able to produce written assignments
- Good Digital Skills
- There are no specific recommended prior learning requirements for this qualification. However, learners may find it helpful if they've already achieved a Level 1 qualification.

Initial Assessment date/s	Venue	Code
17/09/2020 10am-12noon 18/09/2020 10am-12noon	Online Online	MZ477PRA MZ577PTA

Assessment methods

Portfolio of evidence

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.

After this course you will be able to progress to:

- Level 2 Certificate in IT User Skills (ITQ)
- Level 2 Certificate or Diploma in Creative Media
- Level 2 Diploma in Skills for Business: Sales and Marketing
- Level 3 Diploma or Extended Diploma in Creative Media
- Level 3 Certificate or Diploma in IT User Skills
- Level 2 Certificate in Principles of Marketing
- Level 3 Award in Marketing Principles
- Level 3 Award in the Principles of Selling and Marketing Online
- Level 3 Certificate in Marketing
- Level 3 Certificate in Social Media Ma

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

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

Who can I contact for further information?

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