

# Computing, Games and IT

## Digital Marketing Level 2 Award Part-time

### In Brief

#### Start Date / Duration

This course starts on Tuesday 31st January and lasts for six weeks (You will study on Tuesdays from 9.15am to 12.15pm).

#### Entry Requirements

There is no requirement for you to have achieved any qualifications or units prior to undertaking this qualification, however a reasonable standard of computing skills will be required.

#### You will achieve

Level 2 Award in Digital Marketing

### Course Overview

This qualification is designed to develop your knowledge and understanding of the core areas of digital marketing.

### Course Content

You will undertake the planning and management of a marketing campaign to promote a product or raise awareness of an issue, researching a range of platforms used for Digital Marketing such as TV and digital advertising, websites and social media.

You will review your work in response to the design brief and outline improvements for future practice, developing your knowledge and understanding of the core areas of Digital Marketing.

The learning outcomes for this qualification are to:

- Increase knowledge of digital marketing approaches used in different sectors.
- Understand digital marketing campaigns.
- Be able to create a proposal for a digital marketing campaign to promote a given company, product or service to an audience.

Please note that this course can be studied either in our **SciTech Digital Innovation Hub** [<https://www.barnsley.ac.uk/campuses/scitech-campus/>] or in the **Urban Classroom, Market Kitchen** [<https://theglassworksbarnsley.com/market-kitchen/>] (Barnsley town centre). We will discuss this further with you when you enrol. The course will run again in **April 2023**.

## How will I be assessed?

You will be assessed using a range of methods such as practical tasks and written coursework within a portfolio of evidence. This portfolio will be used to determine your grade.

## What Equipment Will I Need?

All equipment will be provided.

## Where will I study?

SciTech Centre  
Falcon Street  
Barnsley  
S70 2EY

## What can I do next?

Upon completion, you could study one of our other Creative and Digital courses.

## How much does the course cost?

£75

## Extra information

**Last updated:** 30th January 2023

### Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started

Call us on **01226 216 123**