

Computing, Digital and IT

Digital Marketing Level 2 Award Part-time

In Brief

Start Date / Duration

This course starts on 18 April 2024. Classes are every Thursday between 1.15pm and 4.30pm.

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 must be aged 19 or above to study this course.

You will achieve

Level 2 Award in Digital Marketing (Gateway Qualification)

Course Overview

This is a single unit qualification designed to develop your knowledge and understanding within core areas of digital marketing.

Course Content

If you are interested in learning more about marketing campaigns and promotions using digital platforms, then this course could a great introduction for you.

Through this Award you will undertake the planning and management of a marketing campaign. You will research a range of platforms used for digital marketing such as TV, print and digital advertising, websites and social media to inform the creation of your own campaign. This may be to promote a product or raise awareness of an issue. You will review your work in response to the design brief and outline improvements for future practice.

On completion you will have developed knowledge and understanding of the core areas of Digital Marketing.

Unit Learning Outcomes

- Know about 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.

For more information about studying this course online, visit **Computing: Digital Marketing Level 2 Part-time (Online)** [<https://www.barnsley.ac.uk/course/digital-marketing-level-2-part-time-online/>]

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 Digital Innovation Centre
Falcon Street
Barnsley
S70 2EY

What can I do next?

You could progress to L3 Certificate in Social Media for E-Commerce course.
[<https://www.barnsley.ac.uk/course/social-media-for-e-commerce-level-3-certificate-part-time/>]

How much does the course cost?

This course costs £75. This course may be FREE to study depending on your circumstances – please see the drop-down option below for more details.

19+ Students

Aged 19 or over and thinking about further education? You may be eligible for free or reduced course fees . Please refer to our page '[paying for your course.](#)'

Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on +44 (0)1226 216 267.

Extra information

Eligibility for Funding

Part-time courses are only available for learners who are 19 years old and above. You may not have to pay for this course if you are employed but earn below £21,255 a year, or if you receive Job Seekers Allowance, Employment and Support Allowance or Universal Credit. If you are unemployed, actively seeking employment and receive Council Tax Benefit, Housing Benefit, Income Support or WFTC then you may also receive funding for this course. You will need to provide evidence of your eligibility which will be checked at enrolment.

This course is funded by South Yorkshire Mayoral Combined Authority (SYMCA) and/or West Yorkshire Combined Authority (WYCA). You must be living in the South or West Yorkshire regions to qualify for funding.

Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email info@barnsley.ac.uk [mailto:info@barnsley.ac.uk]

Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

Last updated: 6th March 2024

Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started
Call us on **01226 216 123**