**DIGITAL MARKETING**

**What is the purpose of this course?**

The Edexcel BTEC Certificate in the Principles of Marketing is for learners who work in, or wish to work in marketing. You will study the Digital Marketing unit from the qualification in order to gain an overview of the role of Digital Marketing.

**What does the programme cover?**

One units taken from Edexcel BTEC Level 2 Certificate in the Principles of Marketing

* Principles of Digital Marketing

**Unit content**

You will find out about:

* What is the role of digital marketing
* How to make use of search engine optimisation (SEO)
* The requirements of marketing research using the internet
* The uses of digital marketing devices and messages

**How will your work be assessed?**

Assessment is via a centre-devised assignment (internal assessment)

**What are the entry requirements?**

No prior knowledge, understanding, skills or qualifications are required before registration onto this course.

**Progression**

The qualification has been designed to enable as many progression opportunities as possible. Suggested progression routes include, but are not limited to:

* Completion of the full Pearson Edexcel Level 2 Certificate in Principles of Marketing
* Progression to units or full Pearson Edexcel Level 3 Certificate in Marketing
* Pearson Edexcel Level 2 NVQ Certificate in Marketing and then onto the Pearson Edexcel Level 3 Certificate in Principles of Marketing.

OR

Entry onto Gecko’s Erasmus+ mobilities programme.

**Duration**

The course takes place in 3 full day sessions from 9.30 – 4.45pm on 24th July, 27th July and 31st July 2017 at the Custard Factory in Birmingham. Assignment work will be set during this period.

**Reserve your place**

To reserve your place on this course please call 01902 837416 or email:

[mobilities@geckoprogrammes.co.uk](mailto:parv.bhatti@geckoprogrammes.co.uk)