

FREE ONLINE LEARNING FOR THE WEST MIDLANDS

DIGITAL MARKETING LEVEL 3 DIPLOMA



LEVEL
3



DELIVERY

5 online classroom sessions



DURATION
5 months



QUALIFICATION

Level 3 Diploma in Digital Marketing Skills

How is the course delivered?

Aimed at those who are looking to gain the knowledge and skills needed to enter the Digital Marketing sector, this level 3 Diploma will help you develop your knowledge and skills with an accredited qualification.

This course is completed via our online learning platform, BabingtonOnline and is supported with interactive resources and webinars to cover the key topics where learners can interact with a tutor and peers.

We will do a full diagnostic assessment with learners to give a comprehensive picture of gaps in learning and then create an individualised learning plan to meet their specific needs, concentrating on what areas they need improvement.

Fit for the future

Career development, exploring motivation and confidence, preparing for higher level studying and planning your future.

Digital Marketing Principles, Segmentation and Customer Relations

Marketing principles, promotional mix, knowing your audience, catering for diversity and customer service skills.

Marketing Fundamentals

Extensive webinar and peer knowledge sharing session.

Digital Marketing Strategies

Understanding business and brands, building success, online profiles, utilising Google courses, Search Engine Optimisation, email marketing, utilising mobile, website building and digital marketing campaigns.

Customer and Brand Development

Extensive webinar and peer knowledge sharing session.

Getting the Most out of the Web

2 Immersive half-day workshops to contextualise learning.

How the Web Works

Understanding coding and the basics of 'Logic', using the web for marketing campaigns, reviewing marketing plans.

Marketing Campaigns (Effective Teamwork and Information, Security and Data Protection)

Working as a team, the role of the Digital Marketer, solving problems, setting goals, receiving feedback, understanding data, managing data, GDPR and copyright legislations, using different tools for marketing campaigns.

Marketing Evaluation and Data Analysis

How we use metrics and analytics, how to get the data you need to measure success, analysing data to make informed changes.

Learning for the Future

How to give and receive constructive feedback, reflect professionally, setting new professional targets

Who is this course for?

Anyone who lives in the West Midlands that:

- Is aged 19+
- Is able to attend online webinars and wants to build new skills

Course benefits

- Full specialist trainer support and progress reviews
- Learn online, anytime anywhere
- Gain a nationally recognised qualification

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3**DELIVERY**
5 online classroom sessions**DURATION**
5 months**QUALIFICATION**
Level 3 Diploma in Digital Marketing Skills

Course benefits

- Full specialist trainer support and progress reviews
- Learn online, anytime anywhere
- Gain a nationally recognised qualification

Who is this course for?

Anyone over the age of 19 who lives in the West Midlands that is able to attend online webinars and wants to build new skills.

How is the course delivered?

Aimed at those who are looking to gain the knowledge and skills needed to enter the Digital Marketing sector, this level 3 Diploma will help you develop your knowledge and skills with an accredited qualification.

This course is completed via our online learning platform, BabingtonOnline and is supported with interactive resources and webinars to cover the key topics where learners can interact with a tutor and peers.

We will do a full diagnostic assessment with learners to give a comprehensive picture of gaps in learning and then create an individualised learning plan to meet their specific needs, concentrating on what areas they need improvement.

What topics are covered?

- Fit for the future
- Digital Marketing Principles
- Segmentation and Customer Relations
- Marketing Fundamentals
- Digital Marketing Strategies
- Customer and Brand Development
- Getting the Most out of the Web
- How the Web Works
- Marketing Campaigns
- Effective Teamwork
- Information, Security and Data Protection
- Marketing Evaluation and Data Analysis
- Learning for the Future