



Purpose statement

**NCFE Level 2 Certificate in Digital Promotion for
Business**
QN: 601/6673/3

Qualification overview

This qualification will help you to develop your understanding of how to promote a business in a digital age. This would be useful if you want to improve your own digital promotion in a real business situation, or as a foundation for further learning in subjects such as:

- marketing
- business
- ICT
- media

Who is this qualification for?

This qualification is suitable for you if you work in small businesses or charity and want to enhance your skills in digital promotion or specialise in this area through further learning or training.

Age restrictions

You must be at least 14 years old to take this qualification.

Entry requirements

There are no entry requirements for this qualification.

Qualification content

This qualification requires that you demonstrate the skills and knowledge needed to successfully promote a business using up-to-date digital techniques. It comprises 9 optional units, 8 of which you must complete in order to achieve the certificate. They are:

- digital promotion for business
- understanding search engine optimisation for business
- coordinating the use of digital media for business
- coordinating offline and digital media for business
- emergent digital techniques for business
- producing digital promotional content for business
- data protection and digital media for business
- measuring the effectiveness of digital promotional activity for business
- understanding social media

This qualification covers a range of topics and enables you to develop your understanding of how to use different digital and offline techniques to attract customers to a business and convert searches to sales.

What type of qualification is this?

This qualification is sized between 150 and 160 guided learning hours, meaning plenty of contact time with your Tutor and peers. During this time you can expect to be involved in formal learning activities, projects, presentations and practical work.

100 per cent of the qualification focuses on the development of skills and knowledge to support you in developing your knowledge of digital promotion for business.

Progression opportunities

The NCFE Level 2 Certificate in Digital Promotion for Business is primarily designed to help you progress in your role by enhancing your knowledge of digital marketing techniques. This qualification would be beneficial to anyone working, or considering working, in roles such as:

- account executive
- marketing manager
- social media coordinator
- communications officer

This qualification will help you to develop the digital media presence in your organisation and support your continuing professional development, possibly leading to other employment opportunities in the marketing sector.

If you want to progress to further learning, the NCFE Level 2 Certificate in Digital Promotion for Business also offers a foundation of knowledge in a number of topics relating to business, marketing, ICT and media, including:

- 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 Marketing
- Level 3 Certificate/Diploma in Creative Media (various pathways)
- Level 3 Certificate/Diploma in IT User Skills
- Level 3 Diploma in Digital Marketing

Similar qualifications

There are no other regulated certificate-sized qualifications with similar titles, which makes this qualification unique. The NCFE Level 2 Certificate in Digital Promotion for Business has been developed by those working in the industry, featuring only the most relevant and current content for those wishing to explore digital promotional techniques.

This qualification provides progression from the NCFE Level 2 Award in Digital Promotion for Business, offering flexibility for those who might want to further extend their understanding.

Is this qualification part of an Apprenticeship?

No

Support for this qualification

The qualification is supported by Auctus Management Group, Drummond Central, Falmouth Business Improvement District, Hendra Holiday Park and Tribal Learning and Publishing.

For further information about these companies, please contact NCFE on 0191 239 8000 or email us at customersupport@ncfe.org.uk.