

## Features and benefits

**NCFE Level 2 Award in Digital Promotion for Business (601/6671/X)**

**NCFE Level 2 Certificate in Digital Promotion for Business (601/6673/3)**

**Minimum entry age:** 14

**Resources:** Optional resources available from Tribal

Features	Benefits to the centre	Benefits to the learner	Benefits to the employer
These qualifications are regulated by Ofqual.	Regulated qualifications are developed and delivered in line with specific procedures to ensure they are of high quality and fit for purpose.	Regulated qualifications are developed and delivered in line with specific procedures to ensure they are of high quality and fit for purpose.	Regulated qualifications are developed and delivered in line with specific procedures to ensure they are of high quality and fit for purpose.
These qualifications are made up of optional units.	Centres can offer more flexibility for learners.	Learners can choose the most relevant units for them.	N/A
These qualifications are designed to be relevant for those interested in the subject of Digital Promotion and for those looking to actively improve their own small business' digital promotional strategies.	Centres can deliver to a much wider audience.	Learners of all ages and experience can benefit from the qualifications.	Employers can use these qualifications to upskill their workforce in new digital promotional techniques.
These qualifications are assessed via a portfolio of evidence.	This is a quick, easy, and robust method of assessment for centres to deliver.	A portfolio of evidence allows for many different types of learning styles, so learners can demonstrate their learning in the way that best suits them.	Employers can be safe in the knowledge that their employees have completed a robust and effective method of assessment.

Features	Benefits to the centre	Benefits to the learner	Benefits to the employer
These qualifications offer a range of practical learning activities.	Less preparation time is needed.	There's a good mix of practical and theoretical learning.	N/A
These qualifications have been designed with industry professionals to ensure that the topics are relevant and up-to-date.	Centres can be sure that the content is relevant and up-to-date.	Learners can be sure that the content is relevant and up-to-date.	Employers can be sure that the content is relevant and up-to-date.