

NCFE Level 2 Certificate in Digital Promotion for Business



Objectives

- ◆ Digital promotion for business.
- ◆ Understanding search engine optimisation for business.
- ◆ Coordinating the use of digital media for business.
- ◆ Producing digital promotional content for business.
- ◆ Understanding social media.

Topics/Content outline

1. Describe a range of digital promotional activities
2. Plan digital promotional activities for a business using SMART objectives.
3. Summarise the purpose and function of SEO
4. Design an SEO strategy for a business.
5. Give positive and negative points of a range of different digital media .
6. Identify a business' needs and objectives.
7. Analyse content according to its purpose
8. Evaluate the effectiveness of content for digital promotion
9. Describe social media channels
10. Explore ideas to create an online identity for an intended audience.

Target Audience

Duration

(160 hrs :Total Qualification time
TQT – Guides Learning Hours GLH

Price

600 BD

Preparation for Life and Work

Tel: 77111176 / 35554382
www.delmonacademy.com

