Delmon Acadmy

NCFE LEVEL 2 AWARD IN DIGITAL PROMOTION FOR BUSINESS



This qualification develops essential knowledge, skills, and behaviours valued by employers, including teamwork, communication, and professionalism. It also introduces key concepts of digital promotion, helping learners build understanding of SEO, data protection, and social media, and prepare for further study or career advancement.

LEARNING OUTCOME

- Understand digital promotional activities for business
- Be able to plan digital promotional activities for a business.
- Understand what search engine optimisation (SEO) is.
- Understand how SEO generates online traffic for a business.
- Know how to use SEO to increase online traffic for a business.
- Understand the role of digital media in promoting a business
- Understand how to coordinate the use of digital media to meet business needs and objectives

UNITS

- Unit 01 Digital promotion for business (Y/507/4155)- 20 hours
- Unit 02 Understanding search engine optimisation for business (D/507/4156) 20 hours
- Unit 03 Coordinating the use of digital media for business (H/507/4157) 20 hours

Assessment

- Internally assessed and externally quality assured portfolio of evidence.

Training Methodology

- Higher thinking skills; Presentation, Discussion, Classroom activities and Practical skills.

Total hours

- 60 hours

77111176 -35554382-36588896

@ Delmon.academy
https://delmonacademy

Al Hoora, Bldg. 319 (Exhibition Street)