

Digital Marketing Level 5 (5N1364)

This course is useful for anyone who wants up-to-date online marketing skills. It is ideal for anyone working in marketing or any business owner who wishes to use the internet as a marketing tool. You will learn a detailed understanding of what Digital Marketing is, major trends, important concepts, core competencies etc.

You will explore:

- The 'Online Consumer'.
- The autonomy of an effective website.
- Marketing through social media and much more!

Assessment

- Portfolio / Collection of Work 50%
- Project (Digital Marketing Campaign) 50%