

Glasgow Kelvin College
Full Funding Available - NCFE Digital Marketing Course
A Digital Skills Scotland Initiative

Using digital is an effective way to increase the profile of your organisation. This in turn can enhance your income generation, volunteer support and relevant referrals.

The nationally accredited **NCFE Level 2 Digital Promotion for Business** course is fully funded – which means you pay nothing – it is completed through Distance Online Learning of approximately 8 weeks and is available to any Adult in Scotland aged 16 and over.

Many people register and complete this course, whether they be a Business Manager who wishes to gain the knowledge in modern marketing techniques to better equip their business in this digital age, or a 16 year old who is wanting to gain another certificate to add to their CV prior to entering the workforce.

The course consists of the following units:

- 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
- Producing Digital Promotional Content for Business
- Data Protection and Digital Media for Business
- Understanding Social Media
- Measuring the Effectiveness of Digital Promotional Activity for Business

The online course is easy to use and simple to follow and learning can take place at your own leisure. So all you need to decide now is whether you are interested in furthering your career, enhancing your job prospects or wish to aid your company in being more profitable.

There are only 2 key requirements in order to be eligible for the full funding of the course:

- Learner must be over 16 years of age &
- Must be a resident of Scotland & resided within any EU country over the last 3 years

To register for the course, it is a simple process. All we require is each learners go ahead and the following details:

Full Name Of Each Learner:

Contact Email Address of Each learner:

Contact Number Of Each Learner:

Once online registration is done, each learner will receive their course login details and password. They will be sent an application form to complete, which will need to be completed, signed and sent back directly from the Funding Manager.

If a company/organisation has got three or more learners that sign up for the course, once they complete the course you can receive the latest mobile marketing solution free of charge. This will be in the form of a Progressive Web App (PWA) – something Google are pushing in a big way at present.

<https://developers.google.com/web/progressive-web-apps/>

Remember this course is fully funded – it costs you nothing!

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