

Computing and Digital

Digital and Marketing

Campus: North Notts College

Code: NFECD005

Level: 3

About This Course

Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising. There are clear pathways and optional groups in each qualification to support the learners' journey into this sector.

These qualifications are aimed at learners entering the Digital Marketing sector as well as those already working in these areas who are looking to renew their skills with formal training.

What Will I Study?

You will study a range of topics including:

- Social Media
- Marketing on Mobile devices
- Video Software
- Image software
- Website creation
- Brand Development
- Project management
- Principles of marketing and evaluation
- Understanding the

business environment

Why Study Here?

On our business course, you will:

- Be taught by our experienced team of professionals
- Have the opportunity to gain practical work experience with local companies
- Benefit from industry-based guest speakers
- Take part in visits to a range of different businesses and enterprises

Entry Requirements

- You must be 16 years or over
- GCSE English and maths at grade C/4 or above
- A Maths Functional Skills qualification may be accepted following discussion with the course leader

How To Apply

You can apply using our online application form and clicking the Apply Now button at the top of this page.

For more information support with your enquiry or application please contact Student Services by emailing contact@nnc.ac.uk or by calling 01909 504500.

What Courses Can I Progress Onto?

Learners can progress onto a variety of Level 4 qualifications from IT and Marketing to Business and Digital Marketing. This can also lead to employment and higher-level training or Degrees.

Tuition Fees

Those aged 19 or over may not need to pay fees depending on their circumstances. Find out if you qualify for help with fees.

If you need

further advice or guidance please contact the Enquiries Team on 01709 513355.

Additional Information

BTEC nationals computing student book is highly recommended. ISBN 9781292166926

PLEASE NOTE

We make every effort to ensure information within our online course directory is accurate and a true representation of the courses we are offering in 2024-25. However, we do reserve the right to make changes if necessary.

Last updated: 7th April 2024