

# Business, Accounting & Retail

## Digital Promotion for Business

**Campus:** Rotherham College

**Code:** RACBA001#

**Level:** 2

### About This Course

This part time course provides an introduction to the concepts of digital promotion and its use in a practical business setting.

The focus is on developing the skills and knowledge to plan digital promotional activities for Business. This then extends to developing an understanding of how to coordinate the use of digital media to meet business needs and objectives. Being able to use emergent digital techniques to design promotional campaigns and create content is a transferable business skill in significant demand by employers.

You will develop this skill along with the knowledge and practical application of how social media can be used to engage with target audiences.

There are numerous career opportunities that directly link with this qualification: marketing, business, ICT and media. These skills are in high demand by employers across these industries.

### What Will I Study?

Award

- Digital promotion for business
- Producing digital promotion content for Business
- Emergent digital technology for Business

Certificate

The  
above units plus:

?

Measuring the

effectiveness of digital promotional activity

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Understanding social media

?

Online reputation management

?

Coordinating the use of digital media for business

?

Email campaigns for business

## Why Study Here?

- Practical, hands on approach to digital marketing and promotion enabling these skills to be transferred directly to the work environment

## Entry Requirements

No entry requirements required

## How To Apply

You can apply using our online application form and clicking the **Next Step** button at the top of this page.

For more information support with your enquiry or application please contact Student Services by emailing [ucr@rotherham.ac.uk](mailto:ucr@rotherham.ac.uk) [mailto:ucr@rotherham.ac.uk] or by calling **01709 722806**.

## Tuition Fees

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

If you need further advice or guidance please contact the Enquiries Team on **01709 362111**.

**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 2023-24. However, we do reserve the right to make changes if necessary.

**Last updated:** 31st July 2024