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Level 2 Certificate in Digital Marketing

This nationally recognised qualification is designed for adult learners in Gloucestershire who want to develop practical skills in digital marketing. Delivered by Adult Education in Gloucestershire, this Level 2 Certificate is fully funded by the UK government, meaning there are no costs involved.

Benefits of Qualification

- ✓ 100% government-funded – no cost to learners
- ✓ Nationally recognised qualification (TQUK Level 2)
- ✓ Flexible online learning – study anytime, anywhere
- ✓ Face-to-Face classroom learning option if preferred
- ✓ Ideal for beginners with little or no experience
- ✓ Support from expert tutors
- ✓ Boost your CV and career prospects

Learn from anywhere, anytime – your future starts online.

Our **flexible online learning** option gives you the freedom to study at your own pace, with full support every step of the way.

Prefer learning in person? We've got you covered.

Join our **weekly 2-hour classroom sessions** and enjoy the best of both worlds – **flexible online access** to learning materials plus the **benefits of face-to-face support**.

- ✓ Get personalised guidance from expert tutors
- ✓ Stay motivated with structured, in-person learning
- ✓ Connect with fellow learners and build confidence
- ✓ Perfect for those who thrive in a supportive classroom environment

 Now scroll to see page 2 and find out what you'll study —plus the key dates for your classes...

Weekly 2-hour sessions will run for 15 weeks at our Central Gloucester Education Centre, starting Wednesday 24th September 2025. Perfect for learners who prefer face-to-face support and interaction.

Unit	Topics Covered
Unit 1 Social media for Business Week 1 Wednesday, 24 September Week 2 Wednesday, 01 October Week 3 Wednesday, 08 October	<ul style="list-style-type: none">- Range of social media platforms- Engaging an audience- Building brand reputation
Unit 2 Email as a Promotional Tool Week 4 Wednesday, 15 October Week 5 Wednesday, 22 October Week 6 Wednesday, 29 October	<ul style="list-style-type: none">- Email campaigns for engagement- Data protection in email marketing
Unit 3 Digital Marketing Review Week 7 Wednesday, 05 November Week 8 Wednesday, 12 November Week 9 Wednesday, 19 November	<ul style="list-style-type: none">- Role of digital marketing- Reviewing effectiveness- Improving campaigns
Unit 4 Search Engine Optimisation Week 10 Wednesday, 26 November Week 11 Wednesday, 03 December Week 12 Wednesday, 10 December	<ul style="list-style-type: none">- Principles of SEO- Business benefits- Improving visibility
Unit 5 Digital Marketing for Business Week 13 Wednesday, 07 January 2026 Week 14 Wednesday, 14 January 2026 Week 15 Wednesday, 21 January 2026	<ul style="list-style-type: none">- Digital marketing in business- Achieving digital promotion- Creating a promotion plan- Using online presence for funding and cost-saving