

Benefit from our truly unique offering...



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About us

- Aims to improve the skills needed to increase the competitiveness of businesses in Scotland
- Offer innovative digital courses that help close the digital skills gap identified in a recent House of Commons report
- Key knowledge to improve businesses' online performance



Our offering to businesses

- A unique **12-week** training programme that will equip businesses with the understanding and skills needed to promote their organisation in the digital age
- Gain a **Level Two NCFE certificate**
- Develop a smartphone application for every business, to be used as both a learning resource and business tool
- Give staff the skills to become self sufficient with online marketing and maintaining and developing their app
- Provide businesses with support throughout and after the course



Why digital promotion

- Large skills gap in this area
- A high percentage of businesses are unable to perform simple digital tasks
- Majority of business is now done online
- Workforce will be able to manage everyday 'digital' tasks
- Help businesses to grow online
- Help reduce marketing and print costs



About the course

- Specially designed course to help businesses grow their digital skills
- Level Two NCFE Certificate
- Tailored towards Small and Medium-sized Enterprises (SMEs)
- Distance learning course - meaning there is no need to attend college
- Online course - accessible anywhere!



Course units

1. Digital Promotion for Business
2. Understanding Search Engine Optimisation for Business
3. Coordinating the use of Digital Media for Business
4. Coordinating Offline and Digital Media for Business
5. Emergent Digital Techniques for Business
6. Producing Digital Promotional Content for Business
7. Data Protection and Digital Media for Business
8. Measuring the Effectiveness of Digital Promotional Activity for Business
9. Understanding Social Media



E-learning

- Online
- Simple and easy to use
- Works on PC, Mac or tablet
- Available anytime, anywhere
- Internet connection required

