

The government has invested huge amounts of funding to improve individual digital skills. Completing these courses will improve an individual's employability and also enable them to market products and business online.

I have attached the information and a link to free courses in Scotland for the other available courses.

<http://www.freecoursesinscotland.co.uk/>

The funding is in relation to a Distance Online Learning course in Digital Marketing. (Other courses available)

The course as described below and in the brochure attached is aimed at all those individuals or businesses who wish to up skill themselves and gain some additional Digital Skills.

We are seeing many people register and complete the 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 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.

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 in Scotland & resided within an EU country over the past 3 years



To register for the course, it is a simple process. All we require is each learner 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.

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