



L4 Award in Digital Marketing - Online Customer Experience (Online Delivery Part-Time)

This course covers the changes in online customer experience for those working in, or interested in a career in Digital Marketing.

This course will develop skills in understanding the digital customer journey, principles and measuring the online customer experience.

Course content includes:

- Understand the importance of the online customer experience
- Know how to map online customer journeys
- Understand the principles of user centre design
- Know how to monitor and measure the online customer experience
- Understand how to test and improve the customer experience

Entry Requirements

None

Please note, the learner will need access to a computer with an internet connection to access this online course and to communicate with the course trainer.

Career Prospects

Individuals can apply for the Certificate or Diploma in Digital Marketing at Level 4 when enough credits have been achieved. Credits are achieved by completing units which are then classed as Awards

Individuals can apply for the Certificate or Diploma in Digital Marketing at Level 4 when enough credits have been achieved. The Diploma comprises of individuals achieving 40 credits



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(8 units) at Level 4. The Certificate comprises of 25 credits (5 units) at Level 4.

Assessment

Written report

Additional Costs

£35 OCN Registration Fee

STUDY MODE

OL

LOCATION

Neath College - 03308 188 100

COURSE LENGTH

1D

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