



# Level 4 Award in Digital Marketing - Marketing Fundamentals (Online Delivery) (Part-Time)

This course covers the fundamentals of marketing for those working in, or interested in a career in Digital Marketing.

This course will develop and improve individuals understanding of marketing, consumer behaviour and marketing functions.

Course content includes:

- Understand the function of marketing
- Understand the consumer buying process and factors that can influence it
- Understand how internal and external marketing environments can be examined
- Understand the marketing planning process
- Understand the individual elements of the marketing mix

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



GRŴP COLLEGAU **NPTC** GROUP OF COLLEGES

**Datblygu Busnes**  
Business Development



Inspiring Learning,  
Enriching Lives, Delivering Success

## Course Modules

Funding is available for this course, please get in touch to find out more

## Assessment

Written report

## Additional Costs

£35 OCN Registration Fee

## STUDY MODE

OL

## LOCATION

Neath College - 03308 188 100

## COURSE LENGTH

1D

[business@nptcgroup.ac.uk](mailto:business@nptcgroup.ac.uk) | [www.nptcgroup.ac.uk/business](http://www.nptcgroup.ac.uk/business)

 [nptc\\_business](#)

 [nptcbusiness](#)

 [business-nptcgroup](#)