



## What is covered?

Start Marketing is an introduction to using social media to promote your business, whether you are starting or developing your digital marketing content. This course is designed with practical aspects to give you a hands-on approach, recognising the differences between personal and business use of social media.

- The benefits of using social media to conduct market research
- Pros and cons of promotions using social media
- How to use social media applications
- Creating a profile on a social network
- Communicating with others to promote your products

## Key Information

**Qualification:** NCFE Level 2 Award in Digital Promotion for Business.

**Cost:** Fully funded for eligible residents.

**Funding requirements:** Tees Valley, Sunderland, South Tyneside or North Yorkshire resident. 19 years old and over.

## Upcoming Course Dates

- Starts 26th August in **York**
- Starts 10th September in **Middlesbrough**
- Starts 11th September in **Sunderland**
- Starts 29th September in **South Tyneside**
- Starts 6th October in **North Yorkshire**