



City and Guilds Diploma in Digital Marketing

PRINCIPLES OF
MARKETING

WORDPRESS
WEBSITES

CONTENT
MARKETING

SEARCH ENGINE
OPTIMISATION

MANAGE SOCIAL
MEDIA CHANNELS

DIGITAL
ADVERTISING

EMAIL
NEWSLETTERS

TRACK & MEASURE
PERFORMANCE

Make a difference to your career!

TRENDS
NETWORK STRATEGY
RESEARCH Search analysis
Concept DIGITAL MARKETING
Content analysis SEO
Content Trends Digital Marketing
Mobile WWW Shares

Welcome

“The Concise Digital Marketing course never fails to interest you throughout all of the day-to-day work. The e-learning modules are informative and interactive, and the webinars are a great way of explaining everything that bit further. I have learnt a lot through Concise Training and, because of the great resources they provide, I am becoming more and more confident in my Digital Marketing abilities.” Joe

The Diploma in Digital Marketing qualification allows you to take your career to a new level and become sought after by businesses of all sizes.

Distinguish yourself from your peers with professional, practical knowledge of the use of digital marketing in a business. During the course, which is assessed through a portfolio of evidence, you will cover practical use of the entire range of digital marketing channels including WordPress websites, email newsletters, social networking, videos, mobile, and content marketing as well as marketing theories and principles including competitor analysis, marketing audits, marketing strategy and planning. We also cover the legal side of digital marketing, social media policies and crisis management.





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Concise Training Mission and Values

Concise Training was started in 2008 by Mary Thomas, a mother of two children and a dog lover, who wanted to forge a rewarding career that worked around her children and dog. The reward that Mary gets today is from helping her learners develop their own careers and businesses.

Our mission is to help our learners make a difference to their career or business by understanding how to use social media marketing and digital marketing. Successful learners have gone on to:

- Increase sales in businesses they are working with – often within the first 3 months of taking the course.
- Set up their own freelance digital marketing / social media consultancy and find clients - often before they have finished the course.
- Find a new job or promotion within the social media / digital marketing sector.



Gain an internationally recognised, accredited qualification and prepare for a rewarding and flexible career.

Complete an accredited course in digital marketing and the world is your oyster!

We know there are other digital marketing courses out there, however, we are confident that the Concise Training delivered City & Guilds accredited qualifications are ideal for your career in digital marketing and will help you stand head and shoulders above your peers.

Our courses are portfolio-based meaning there are no exams – we don't believe in testing by memory. To successfully complete our courses, and gain your internationally recognised qualification, you must complete and upload evidence, that is of a suitable standard, to an online portfolio.

The knowledge and skills you will demonstrate should reflect tasks that you would need to do in a digital marketing role. Qualified trainers, who are experienced in the world of digital marketing and business, assess your portfolio. They will give excellent feedback on your progress through the course.

Businesses, and potentially your clients, in most industries, are well aware of the internationally recognised awarding body called City and Guilds Institute. With a City & Guilds certificate in your hand, you can feel confident in being able to do your job well.



What does accredited mean?

How does it differ from other online courses I've seen?

How do I know if a trainer is experienced enough to train me?

How do I know what I will be able to do by the end of the training?

Accreditation means that an Awarding Body (such as City & Guilds) has verified the qualification and it will contain an approved set of criteria that businesses in the UK have requested and have approved.

An Approved Centre will have been given permission from the Awarding Body to deliver the programme under a high set of quality standards and requirements. For example, all trainers and assessors must be suitably qualified to teach and to assess social media and digital marketing qualifications.

Quality of provision is key, all learners must receive information about what they will learn by the end of the programme, how they will learn and be assessed and how they will be supported.

Many unaccredited online courses will not necessarily adhere to stringent quality requirements.

At Concise Training, we are proud to offer our learners the best opportunity to learn and the Diplomas we deliver are accredited City & Guilds qualifications.

Part of our training delivery consists of a number of short e-learning courses. These materials have been allocated CPD (Continuous Professional Development) credits so you can be assured this gives an additional indication of quality and how many hours it takes to complete each short course.

So not only do you get a City & Guilds qualification, but you also get CPD credits.



What happens during the training?

- You will attend 19 live online class webinars 3 – 4 weeks apart. If you are unable to attend live, recordings are available.
- You will work through 17 elearning courses to learn how and why to use each of the channels.
- You'll be placed in a supportive group of peers and alumni who can help you through the course with ideas and guidance.
- Learning is carried out remotely online. All you need is a web enabled laptop, PC or tablet with a decent Internet connection and you can study from anywhere and whenever you want.
- You will have a dedicated course tutor who you are encouraged to contact with questions queries or even if you just want to say hello and discuss digital marketing (we are a friendly bunch).
- Your tutor can also help you in a coaching capacity, helping with job references, new business ventures, networking and even writing your first proposal.
- During the course you will be provided with monthly update documents that summarise all you need to know about what is changing in the world of digital marketing.

After graduating

- You'll be one of a select band of Concise Training alumni.
- You will be part of a support network of social media and digital marketing professionals – we are happy to chat even when you have finished the course.
- You will continue to have access to the monthly digital marketing updates so that you can stay in touch with the latest developments in digital marketing.
- You will have the skills and knowledge to move into a flexible and rewarding career.
- You will be a qualified digital marketing professional.
- You'll have great career prospects and we can provide you with hints and tips to help you establish yourself as a freelance digital marketing professional, if that is your chosen route.





Are you fed up with fitting your life around your career instead of your career working with your lifestyle?



“Part of the reason I progressed into my current role was that I was doing the Diploma in Digital Marketing. My manager was excited when I had interviews both about the knowledge that I have and about the course in general. I am really glad that I made the decision to pursue this course.”

City and Guilds Diploma in Digital Marketing



Duration:

Each intake is planned to take 15 months to complete however we are flexible if your circumstances change and you need to go at a slightly slower pace.

We have 3 entries each year – normally in February, June and November. Each cohort has limited numbers, so you can each receive a high level of personal support.

Weekly time needed:

The time needed varies depending on your existing skills and knowledge but a complete beginner may expect to spend on average around 10 hours per week.

Where:

Studied from anywhere that you can access an Internet connection! Some of our learners move around the world while studying!

You can go from zero to social media hero with Concise Training!



Cost:

The full course and qualification costs £2880 + VAT. This includes all your training (live webinars and access to the e-learning materials), assessment, feedback, support, registration and certification. You will also receive a copy of Mary's book, "Social Media Made Simple".

The only additional outlay will be the cost of purchasing a domain and hosting for the website you create. This will start from £65 + VAT / year if you purchase through us but you are welcome to use other options.

As we appreciate that this could be considered a significant outlay, we can offer monthly payment plans – please contact us for details.

Entry criteria:

You will be pleased to know that there are no formal entry requirements.

The creation of the City & Guilds Diploma in Digital Marketing had a great deal of input from Mary and she made sure the training, assessment and criteria is relevant for anyone undertaking the training regardless of their current level of skill and knowledge in the use of social media. You will need to be prepared to work hard and learn.



"I have found the course extremely informative, interactive and engaging. The tutors are very accommodating and the online learning platform is very well set up and accessible. The content has really helped me develop my skills and I am already looking at Digital Marketing in much smarter way. I can't recommend the course enough if you are considering a career in this day and age this is the way to learn!" Shaun

Carry out digital marketing for your own business while you learn and while guided by experienced professionals

As part of your study we recommend that you carry out digital marketing management for a real business. You will gain not only from being trained by digital marketing experts but also benefit tremendously from our additional (and freely provided) time and expertise as we coach and offer guidance to you. You will learn to:

- Create effective content/graphics/videos/blog posts.
- Use principles of marketing (buyer personas, call to actions, marketing plans).
- Develop and document social media strategies.
- Create and manage social media campaigns across multiple channels.
- Set up, activate and optimise profiles across the full range of social networks.
- Create a search engine and mobile optimised WordPress website.
- Create optimised blog posts.
- Create an email newsletter campaign.
- Create a video to promote the business
- Optimise your content for maximum exposure – hashtags, keywords etc.
- Maximise engagement.
- Use paid for advertising on social networks to reach targeted audiences.
- Track your performance using analytics and measure your success.
- Recognise and engage with brand ambassadors and influencers.
- Monitor digital marketing activity to spot opportunities.
- Use digital marketing to find clients to work with.
- Use digital marketing within the laws and guidelines of your country.





What you get when you study with Concise Training

During your course you'll receive:

- Tremendous support from qualified social media professionals who are involved in digital marketing management for client businesses, have up to date knowledge of the latest developments and are qualified trainers.
- Training that is practical in nature and designed so that you carry out tasks for your own business and receive feedback from your tutor on each task.
- Update to date knowledge. Our e-learning courses are updated every 6 months, our webinars are updated every time they are run.
- Peer group support from professionals, other learners and alumni through our support group.
- The opportunity to purchase an NUS student card to get a multitude of discounts on products, tickets and experiences.
- A copy of Mary's book - "Social Media Made Simple".
- 24/7 access to all online study materials and the ability to watch recordings of webinars in case you are unable to attend.



"I have learnt more than I ever thought was possible in such a short space of time thanks to Concise Training's digital marketing diploma. Before I started the course I was hesitant in using social media, marketing and planning content for my social media channels. But, currently, despite being only part way through the course, I have learnt so much and I feel like my skills in digital marketing are improving every single day."

Looking to change career?

Online marketing is one of the fastest growing sectors in the world and any successful business now needs access to people with the knowledge and skills to promote business online.

You do not need any experience in digital marketing to retrain and move into a flexible and rewarding career that can fit around your lifestyle.

In as little as 15 months you could be a qualified digital marketing professional with a support network ready to provide you with the help and advice you need to make the leap into a new and exciting career.

Your Business, Real World Experience, Professional Guidance

We ask all learners to use a business to carry out the tasks required to meet the qualification criteria. This could be your own business, a friend or partner's business or a fledgling business idea that you are hoping to get off the ground. What better way to establish your own business than to do so while learning?

There are many useful outcomes from the course including completing a Social Media Strategy that will outline and describe how to promote your business. Knowing how to create a Social Media Strategy for a business is a great skill - future clients could pay a considerable fee for a well-written Social Media Strategy report.

In addition, you will create a Social Media Policy document and crisis management plan that can be adapted for use within your business and used with any clients.

Flexibility is at the heart of what we do at Concise Training and, if you are struggling to come up with a business focus, we suggest you approach a charity or community organisation to help promote their events or campaigns.

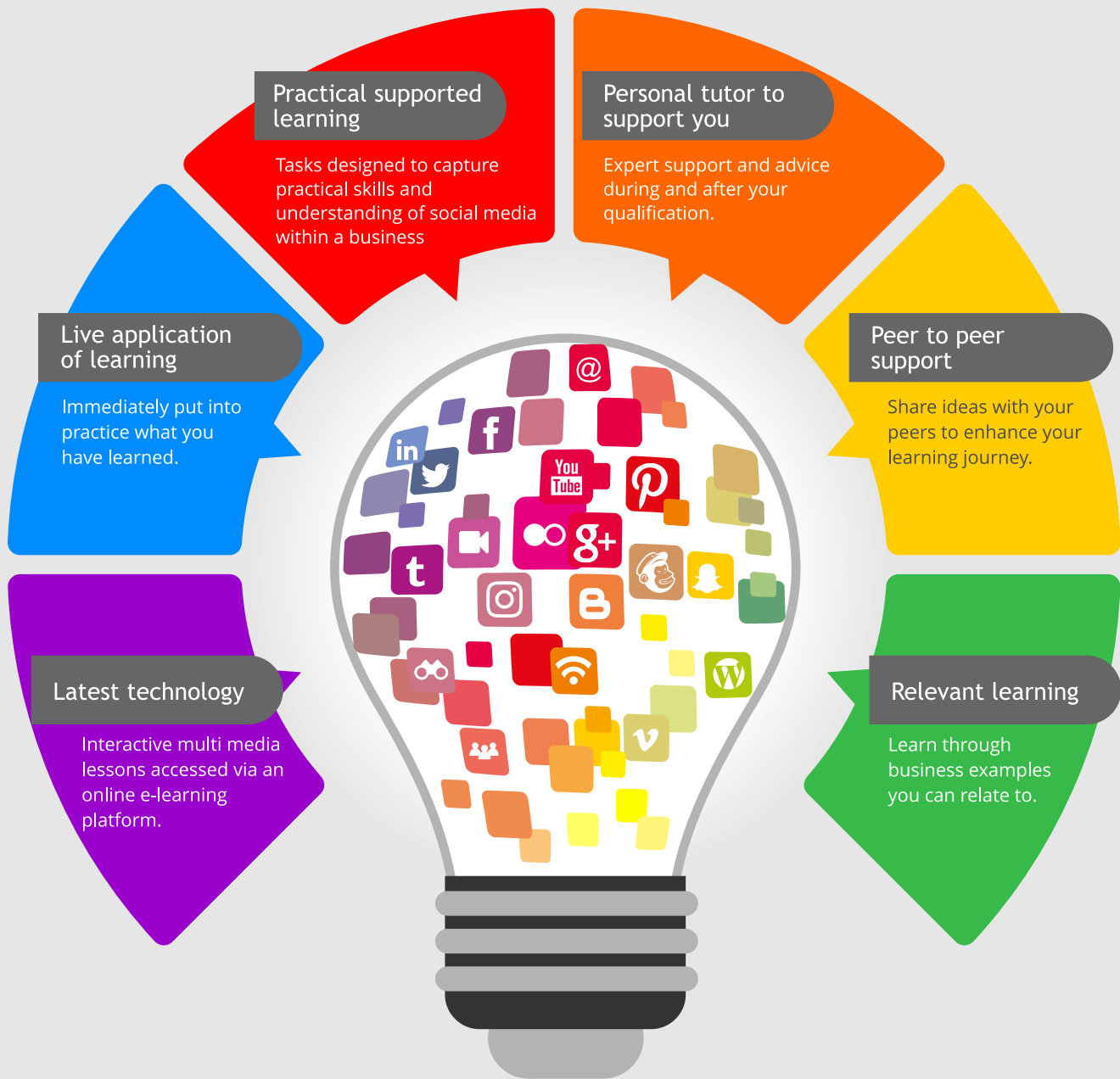
Immediate Application of Knowledge

Learning the theory of marketing is one thing, knowing how to use digital marketing channels is another. We help you find out how to put these together and apply to a real-world scenario.

Each task you complete during the course is carefully designed to give you experience of applying theory to a practical situation and of course it helps generate the evidence required to meet the course criteria.

You can study the E-learning materials in your own time, discuss them in live online class webinars and then apply what you have learned to your own business straight away. If you feel limited in creativity and inspiration when you create content, when you develop strategies or when you use digital marketing channels we're here to help and give you plenty of ideas and encouragement.

Many of the tasks you will repeat when working with businesses or clients in the future. During the course you are given the opportunity to complete the tasks under expert guidance of qualified and experienced digital marketing professionals that don't just train in digital marketing but also manage digital marketing for client businesses and so have current real world experience and up to date knowledge.



“Not only am I getting quality guidance and feedback on the excellent learning materials and resources, the course guides you through a number of different topics. Before starting my diploma, I didn't know much about how optimising social media channels was important or the importance of monitoring and analysing data from social media. I would never have known that engagement was important part of marketing, but this course has taught me otherwise.”

Course curriculum

This is the approximate schedule. This outlines the content of the course but the allocation of months are an illustration and will be flexible, based on the time of the year the course is run.

Month 1

Understand the Business

Webinars

Induction Webinar – be introduced to the group, the training and assessment environment.

Webinar 1 - Mission statements, values and brand promise, corporate social responsibility, identifying competitors.

E-Learning

Introduction to Business

Sectors and types of businesses, functions of a business, stakeholders, aims and objectives, marketing basics, audience demographics.

Social Media Strategy Course (17 hours of CPD)

Object 1: What is social media and what are the benefits? Why use social media? What worries you and excites you? Taking a strategic approach.

Object 2: A review of how social media marketing fits in to current marketing activities

Object 3: The reasons for using social media. Identifying social media audience groups. Understanding keywords.

Object 4: You will look at a range of social media channels including blogs, newsletters, niche tools, LinkedIn, Twitter, Facebook, Pinterest, Instagram, Google+, videos, podcasts, images, forums, social bookmarking, mobile and other content.

Object 5: What you are going to say on social media (the content)? Choosing content or relationship marketing, content ideas, creating a content plan, re-using content.

Object 6: What resources are needed to carry out the social media? A social media policy, the risks of social media and crisis management.

Object 7: Measurement of social media activities to ensure a return on investment.

Object 8: Creating a social media strategy. Best practice for social media.

Assignment 1:

Business terminology. Identify values and mission statement of your business, Identify corporate social responsibility activities.

Carry out a competitor audit.





Month 2

Understand the Audience

Webinar 2

Principles of marketing (traditional and digital), competition, segmenting the audience.

E-learning

Introduction to Search Engine Optimisation (6 hours of CPD)

Object 1 – What is SEO and why is it important? Different search engines. High level steps to optimise your website.

Object 2 – Selecting the right keywords and how to use these for SEO.

Object 3 – An introduction to link building and best practice SEO.

Twitter for Business (13 hours of CPD)

Object 1 – What is Twitter and why to use it. Setting up a Twitter profile and an introduction to how it works.

Object 2 – Advanced features of Twitter including using lists. Introduction to using Hootsuite for social media management.

Object 3 – Exploring your Twitter audience, attracting followers. What to publish and when, advertising on Twitter and measuring success.

Assignment 2:

Aims and objectives. Types of marketing. Identify market segments. Create customer personas. Consider a social media audience. Monitor how a competitor uses social media.



Course curriculum

Month 3

Search Engine Optimisation

Webinar 3

Search engine and social media optimisation in practice including live demos.

E-Learning

Facebook for Business (15 hours of CPD)

Object 1: What is Facebook and why use it? Explore Facebook for personal and business use. Profile types and groups.

Object 2: Creating a Facebook account, security settings, finding friends. How status updates work.

Object 3: Facebook groups, events and business pages.

Object 4: What to post. How to attract fans and encourage engagement.

Object 5: Best practice and measuring your success on Facebook.

Images

Object 1 – Why use images? The effect images have on people and how images can be used for marketing.

Object 2 – Photography techniques and technology.

Object 3 – Image creation. Learn how to create images for various uses including infographics, social media headers and backgrounds.

Object 4 – Legal use of images. Legitimate use of other people's images. Sources of free images and understanding image licensing.

Object 5 – Editing images. 3 solutions for editing images: Inkscape, Gimp & Photoscape. Online tutorials for Photoshop. File types and image compression.

Object 6 – Sharing your images online including social media, blogs, websites and email.

Object 7 – Issues with images and accessibility.

Assignment 3

Search engine optimisation in your business.

Project 1

Organising teams.



Month 3

Setting up and Managing Social Networking Channels

Webinar 4

Trustworthy profiles. Listening and engaging. Conversation marketing. Social Media Management (Demo). Monitoring the competition (Demo).

E-learning

LinkedIn for Business (11 hours of CPD)

Object 1 – What is LinkedIn? The audience on LinkedIn and the type of marketing approach to take.

Object 2 – Joining LinkedIn and creating an optimised profile.

Object 3 – Finding and engaging with contacts on LinkedIn. Using LinkedIn research purposes. Using groups and pages.

Object 4 – Company profiles and pages, LinkedIn advertising. Measuring success and best practice.

Google+ for Business

Object 1 - What is Google+ and how does it fit into social media marketing? Google+ terminology and why use it. The difference between a business and personal profile. Your Google+ audience.

Object 2 - Setting up a secure personal Google+ Profile. Using circles. Writing status updates and events. Using hangouts, communities and collections.

Object 3 - Setting up and using Google+ Brand accounts. Using Google local. What to say on Google+. Promoting a Brand account. Measuring the success of Google+ and best practice.

Assignment 4

Social Networking channels. Creating / updating online profiles including cover photos. Problems with images. Social Media Management systems. Measuring and Monitoring social media.

Course curriculum

Month 4

Relating the Buyer Journey to Content

Webinar 5

The buyer journey. Content marketing. Buyer characteristics. Content and Images.

E-Learning

Pinterest for Business (10 hours of CPD)

Object 1 – About Pinterest, its history and terminology. How it's used by businesses and individuals. Getting started with Pinterest - managing and using boards and using techniques like visual search.

Object 2 – Optimising Pinterest profiles, pins and boards. Using images and video on Pinterest. Types of pins including Rich Pins. Improving boards and integrating with websites. Tactics and using Pinterest on mobile.

Object 3 – Increasing Pinterest followers. Promoted pins for advertising. Pinterest contests. Pinterest analytics and useful resources.

Content Curation

Object 1 – Why use content curation? How to curate content. Curation tools to use. RSS and content syndication.

Instagram (5 hours of CPD)

Object 1 – Why use Instagram? Getting started and building your profile, posting photos and videos, expanding Instagram's capabilities.

Object 2 – Developing an Instagram marketing strategy. How to optimise your business profile. Increasing your following, what content to post and the best time to post. Instagram contests and advertising on Instagram. Best practice on Instagram. Monitoring your success on Instagram.

Assignment 5

Buyer characteristics. Content marketing. Create a variety of content. Create social media updates with images. Update the measurement dashboard. Start a content plan (to be added to throughout rest of course).



Month 5

Website Development

Webinar 6

Accessibility and website development.

E-learning

WordPress for Websites (15 hours of CPD)

Object 1 - The purpose of the website. Planning the domain name and hosting. Planning: the structure and navigation, the content of the home page and connected pages, the use of graphics, the use of colour, the use of video, the keywords for SEO, the use of social buttons, making the site accessible.

Assignment 6

Accessibility of websites.
Website Terminology.

Project 2a

Plan a website.

The Law & Ethics

Webinar 7

The law and legal things. Information for consumers. Contract Law. Complaints Procedure. Ethics and Business.

E-Learning

None

Assignment 7

Laws in marketing and sales.
Managing complaints. Business ethics. The role of the digital marketer.



Course curriculum

Month 6

Content Marketing

Webinar 8

Content marketing. Producing good copy and what to avoid.

E-Learning

WordPress for Websites (15 hours of CPD)

Object 2 – Understanding the dashboard. Selecting and installing a theme. Creating a static page with images, videos and hyperlinks. Creating a blog post with categories.

Object 3 – Using widgets. Basic HTML. Using plugins including Yoast. Creating menus. Managing blog post comments. Using short codes. Go live. Introduction to Google Analytics Terminology. Introduction to Google Analytics reports.

Assignment 8

The sales funnel.
Fit for purpose content

Project 2b

Develop a website.

Month 7

Digital Advertising

Webinar 9

Campaign principles. Social Media campaigns – SMART aim, message, image, demo of creating a Facebook and Twitter campaign. Remember the law.

E-Learning

Digital Advertising campaigns

Goal setting. Segment customers. Create a budget for the campaign. Identify the marketing mix. Describe the marketing message and create the image. Create the campaign in a variety of channels (Facebook, Twitter, LinkedIn, Google Ads, Instagram). Run the campaign. Monitor the results.

Assignment 9

Principles of digital campaigns.
Planning a social media campaign.
Creating a social media campaign.
Monitor and measure digital advertising campaigns.



Month 8

Lead Generation and Voucher Campaigns

Webinar 10

Lead generation campaign. Digital Voucher campaign. Conversions and tracking KPIs.

E-Learning

Digital Advertising campaigns

Goal setting. Segment customers. Create a budget for the campaign. Identify the marketing mix. Describe the marketing message and create the image. Create the campaign in a variety of channels (Facebook, Twitter, LinkedIn, Google Ads, Instagram). Run the campaign. Monitor the results.

Assignment 10

Lead generation campaigns. Voucher campaigns. Tracking and analytics. Customer relationship management systems.

Month 9

Blogging & Google Analytics

Webinar 11

Blogging. Google Analytics.

E-Learning

Create Blog Content

Object 1 – What is a blog and why use one? Finding blogs to read using different tools. What you should blog about.

Object 2 – Organising your blog, making it accessible to all and the different software you could use.

Object 3 – What to write about and creating a content plan. Using images in your posts and distributing your content.

Assignment 11

Plan and create 2 business posts with an image.

Project 2c

Measure website.

Course curriculum

Month 10

Marketing Budget

Webinar 12

Budget. Customer satisfaction. Cost benefit analysis.

E-Learning

Principles of Marketing (A)

What is marketing? Marketing orientation. The role of marketing in a business. Macro and Micro analysis. Competitor analysis. Customer analysis. Internal audit. Identifying the product lifecycle. Creating a SWOT analysis.

Assignment 12

Consider marketing budgets for different types of business. Considering laws in marketing. Reviewing a cost / benefit analysis.

Project 3a

Marketing audit.

Month 11

Video for Business

Webinar 13

Why use video? Types of video. What video to create. Planning a video.

E-Learning

Video for Business (19 hours of CPD)

Object 1 – Why use video for marketing?

Object 2 – Principles of video capture. The stages of planning a video from the initial co

Object 3 – Explore creation of live action video, animation, whiteboard and screen recording.

Object 4 – Principle editing techniques and the use of video editing software.

Object 5 – Options for video playback and an extensive look at YouTube inc. setting up your own YouTube channel, uploading your videos and managing the channel.

Object 6 – How to measure the success of your video. Ways to improve the ranking and search results for your video.

Assignment 13

Plan, Create, Publish and Evaluate a video.



Month 12

Mobile Marketing

Webinar 14

Mobile Marketing

E-Learning

Mobile Marketing

Object 1 – What is mobile marketing? Why use mobile marketing? The mobile persona. Different mobile marketing applications.

Object 2 – Factors affecting mobile marketing. SMS marketing. QR Codes. Near Field Communication. Mobile social media. Email. Mobile coupons. Rich media campaigns.

Object 3 – Mobile appropriate content. Mobile apps. Creating a mobile app. Location aware application. Geofencing. Augmented reality.

Object 4 – The mobile purchase journey. Reviewing use of mobile. Mobile advertising. Mobile resources.

Assignment 14

Potential of mobile marketing. Using mobile apps. Mobile websites. Mobile content.

Month 13

Email Marketing

Webinar 15

Email Marketing (demo of Mailchimp)

E-Learning

None.

Assignment 15

Plan and create an Email marketing newsletter. Evaluate metrics from an email newsletter.



Course curriculum

Month 14

Influencer Marketing and Crisis Management

Webinar 16

Influencers. Brand ambassadors. Amplification. Risks and crisis management.

E-Learning

Principles of marketing (B)

Business aims and objectives (SMART). Key performance indicators. Consider risk. Ansoff product matrix. Identify market segments. Customer motivators and inhibitors. Parts of the marketing mix. Forecasts and budgets. Create an implementation plan.

Assignment 16

Engagement and amplification. Digital risk analysis. Social media and reputation management policy. Legal, ethical and regulatory issues.

Project 3b

Marketing strategy

A Digital Marketing Case Study

Webinar 17

Lessons learnt from a real campaign.

E-Learning

None.

Assignment 17

Review the tracking dashboard. Review chosen marketing channels. Review content plan. Monitor a competitor's use of social media. Evaluate collaborative tools.

Month 15

Digital Marketing Strategy

Webinar 18

Creating a marketing strategy. Future gazing.

E-Learning

Review of Social Media Strategy

Assignment 18

Personal development and marketing role. Review social media strategy. Review search engine optimisation.



Professional Discussion

We like to include an activity at the end of the course which is a great opportunity to review your knowledge and understanding of digital marketing.

This is in the form of a recorded formal discussion with your trainer and is a chance to pick up on any criteria you have not fully met throughout the course.

At the end of this professional discussion your trainer should be able to confirm that your portfolio will be signed off and passed on to the Internal Quality Manager for a check and approval.

On the basis that the Internal Quality Manager approves your portfolio, your certificate can then be claimed from City & Guilds.

"I genuinely feel excited after each webinar from the knowledge that I have gained and the examples that were given. The webinar is informative and the e-learning objectives are insightful and very resourceful. Each assignment makes you think and test you on areas that you might not have considered before. Overall, I have learnt so much from the course so far, and I look forward to learning more in the future. If you're looking for a solid foundation into the world of digital marketing, then this is definitely recommended." Ben

FAQs

Is your training accredited?

Our qualifications are fully accredited, internationally recognised and awarded by City and Guilds. We recommend taking care if you see others offering 'accredited' qualifications - always look for an Awarding Body logo and 'approved centre' status. If no details can be seen these are very likely not approved, accredited courses and therefore that is usually reflected in the price.

CPD accreditation is slightly different. CPD approval and certification has been awarded to our short online courses and this verifies they meet required Continuing Professional Development standards and benchmarks and indicates the learning hours they are expected to take. This only indicates the learning hours they are expected to take. 1 learning hour is approximately equal to 1 credit.

A CPD certificate therefore is a good proof of course completion but not necessarily of competence. An accredited qualification is proof of competence once the portfolio has been signed off at the end of the Quality Process.

What sort of equipment do I need?

You will need access to a PC or Mac, laptop or tablet device capable of connecting to the Internet. We also advise it is useful to have access to a smartphone for some tasks within the course. You will also need access to a smartphone for testing certain aspects of the course. You will need a word processor to complete the assignments. We ask you to use a range of software to edit images, create videos, measure engagement etc, but we do not expect you to purchase software to do this. Throughout the course, we recommend free software tools.

Who can take the qualification?

There is no barrier to entry. We feel we can encourage anyone to undertake this qualification regardless of their personal circumstances.

We do, however, need you to have a good grasp of the English language to provide a good standard of written evidence and we expect you to come motivated to learn.

To get the absolute best out of this experience you will need to be able to work within a business - either your own business, within a business or that of a contact.

If you cannot find a suitable business to work with, we have alternative City & Guilds accredited qualifications such as our [City and Guilds Social Media Certificate](#) looking at professional and personal social media use.

Am I guaranteed a place on the course?

We have several cohorts of learners start our Diploma qualifications throughout the year and, although there are limited spaces for each intake, we hope we can get you started as soon as you can.

We limit group size so that we can provide the best personalised and individual support that you may require. If we are unable to give you a place on an intake, we will give you priority for a place on the next one.

Can I do the course if I am based outside the UK?

Yes! We have many international learners spread across the world. You do however need to have a good grasp of spoken and written English.



I haven't done any study for a long time and I am worried that I won't be able to cope. Can I still undertake this course?

This is not a problem. You will find that if you haven't studied for a long time it may take a while to get into study mode and you may find you go through a steep learning curve in this course. The more you put into this course, the more you will get out of it.

We find that most people joining the course will be in the same boat. Our trainers are there to support you and help you get organised. The course is designed to be accessible to all – so if you struggle with writing assignments we suggest alternative ways to show evidence of your knowledge and skills.

Will I get a digital marketing job after completing this course?

We cannot guarantee that you will end up working as a digital marketer after completing the course – and you may decide to specialise further in one of the areas that we have covered, but we can say that holding a recognised accredited qualification such as the City and Guilds Diploma in Digital Marketing drastically improves your chances of securing employment or having success as a freelance digital marketing consultant. Many of our alumni have secured employment because they have undertaken the City and Guilds Diploma in Digital Marketing course with Concise Training.

I have a holiday booked, will this prevent me from successfully completing the course?

No. We have designed the delivery of this qualification to be as flexible as possible. If you cannot take part in a webinar you can view it as a recording at a later date and you may be offered a catch-up session with your tutor if this is needed.

Can I use my friend's business to complete the course?

Yes, you can. You will need to be able to represent an organisation that can be your own business, that of a friend, your employer or another organisation such as a charity. The business that you use can be a brand-new start up so if you have an idea for a business this is a great opportunity to get it off the ground.

I work night shifts. Can I study according to a schedule that suits me?

Most of the course can be completed in your own time from anywhere with an Internet connection. There are monthly live webinars which are at set times. It is good if you can attend these live, but recordings of these are available if this is not possible.

How many hours a week will I need to study?

That depends on you and your existing knowledge and skills. We say that ideally students would spend (on average) 10 hours per week on their studies but if you are organised and focused you will probably find that you can be just as successful spending an average of 6 or 7 hours per week.

I work full time and I have children. Can I still complete this qualification?

Studying alongside full-time employment is tough but not impossible but many of our learners do successfully manage to juggle their studies, work and child-care commitments. The more commitments that you have the more disciplined and organised you will have to be, but we will support you as much as we can to give you every chance of success.

About Concise Training

The Concise Training Story



Back when the idea of flexible working was viewed as a fad adopted by American “tech” companies, the visionary founder of Concise Training – Mary Thomas – had other

ideas. Fed up with working for companies who didn’t care about either their staff or customers, she decided to forge her own path to a better work life balance and a more flexible and fulfilling career that she could fit around raising a family. You could say she was the original digital mum.

Today it is still the firm belief of the team at Concise Training that too many people are forced to choose between having a successful career and a life outside of work. The modern world is not built around a 9-5 existence and working life should not dictate that you live your life that way.

Mary recognised that she had skills that she could pass on to others and during her time as a management consultant working on systems development projects she also recognised that she enjoyed training others. She took the brave step of stepping into the world of freelance work as a Microsoft Office applications trainer – something that she still does today.

Around this time, social media was emerging and Mary was one of the first in the UK to recognise the potential of social media as a way of finding new customers. In fact, she was so successful in finding work as an MS Office trainer through social media channels that businesses started to approach her to ask for help in marketing their own businesses online. Mary saw the need for social media / digital marketing training and what is now Concise Training Ltd was born.

All this happened back in 2009 when social media was only just becoming popular in the UK. There were a number of so called “gurus” springing up to offer their guidance on how to market on social media. At this time, leading education bodies were recognising that with so many self-proclaimed “experts” about, there was a real need to establish qualifications in the use of this new emerging technology. There was one reliable and proven expert who was a qualified trainer and had demonstrated through her own real-world experience that she knew how to successfully market a business on social media and it was Mary that City and Guilds approached to help create the UK’s first accredited social media qualification.

Since the early days of Concise Training things have moved on at a rapid pace, technologies have come and gone, other companies have tried and failed to establish themselves as social media trainers, but Concise Training keep doing what they do best which is to provide quality training to individuals and businesses.



Some facts about Concise Training:

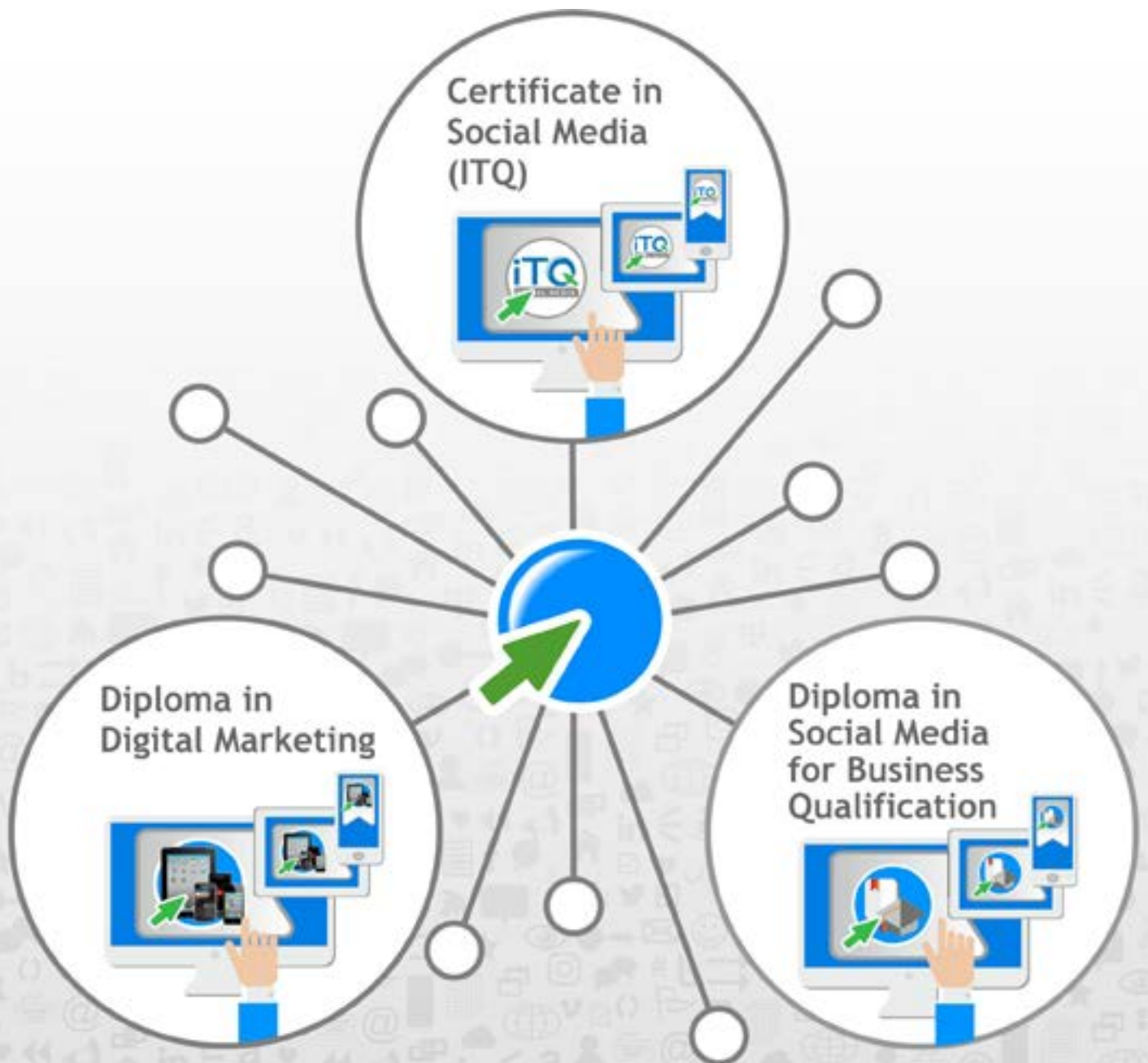
- The founder Mary Thomas is a qualified trainer/assessor and member of the Chartered Institute of Marketing.
- Mary is the author of the book "Social Media Made Simple" which is widely regarded as the ideal companion to City and Guilds' social media qualifications.
- Mary was part of the team that wrote the units and criteria for the City & Guilds Diploma in Social Media for Business and the Diploma for Digital Marketing.
- More than 50 people have gained City and Guilds social media qualifications by learning with Concise Training and many thousands more have completed Concise Training's short courses.
- Concise Training is a truly international business and has learners, clients and alumni spread across the world including Africa, America, Australia, The Middle East and the Caribbean.
- Concise Training's sister company, Concise Digital provides social media and web services to clients around the world. Trainers from Concise Training (including Mary) provide these client services so are continually putting into practice what they teach and keeping abreast of the latest developments – and sharing these experiences with our learners.
- Course materials for all Concise Training's courses are updated every 6 months which means they are likely to be the most up to date course materials that you will find.
- Many of our short courses are provided to Pitman Training under license.
- In 2016 Concise Training won a Gold Award in the Scoot National Headline Awards and was identified as a National Business Leader.
- One of Concise Training's City and Guilds qualifications was cited in an article "How to land a job in social media" which appeared in The Guardian.

What Next?

Secure your place on our next course by completing [this form](#). Mary will then be in contact with you directly.



Concise Training offers 3 City and Guilds qualifications in increasing level of depth and breadth. Contact us to discuss which is the best one to meet your needs.



Which is the right course for you?



Course details	Social Media Certificate (ITQ)	Diploma in Social Media for Business	Diploma in Digital Marketing
City & Guilds accredited qualification	✓	✓	✓
Learning topics			
Twitter	✓	✓	✓
Facebook (CPD)	✓	✓	✓
LinkedIn (CPD)	✓	✓	✓
Google+	✓	✓	✓
Social media strategy (CPD)	✓	✓	✓
Content curation		✓	✓
Search Engine Optimisation (CPD)	✓	✓	✓
Wordpress for websites (including Google analytics) (CPD)	✓		✓
Pinterest (CPD)	✓	✓	✓
Instagram (CPD)	✓	✓	✓
Video (CPD)	✓	✓	✓
Images	✓	✓	✓
Create blog content	✓		✓
Learn to blog (CPD)		✓	
Google analytics		✓	
Principles of marketing		✓	✓
Competitor analysis			✓
Marketing audit / Marketing strategy			✓
Digital advertising	✓	✓	✓
Mobile marketing		✓	✓
Legal considerations		✓	✓
Measurement	✓	✓	✓
Email marketing			✓
Develop own professionalism			✓
Content marketing		✓	✓
Writing digital copy			✓
Understanding fundamentals of business			✓
Practicalities			
Course length	11 months	12 months	15 months
Cost (exc. VAT)	£1080	£1908	£2880
Monthly payment plan available	✓	✓	✓
Copy of Social Media Made Simple		✓	✓
Regularly updated elearning courses	12	15	17
Live input (webinars)		✓	✓
Optional assignments to achieve CPD certification			
Portfolio assessment	✓	✓	✓
Distance support and mentoring	✓	✓	✓
Start any time	✓		
Fixed starting date		✓	✓

A close-up photograph of a person's hands holding a white tablet. The tablet screen is dark blue and displays the text 'WE ARE HERE TO HELP' in large, bold, white, sans-serif capital letters. Below the text is a white rectangular button with the word 'ENTER' in blue, sans-serif capital letters. A finger from the left hand is pointing at the 'ENTER' button. The background is a blurred green and blue, suggesting an outdoor setting with foliage.

**WE ARE HERE
TO HELP**

ENTER

CLICK HERE FOR MORE INFORMATION

“Flexible and enjoyable course, offering tips and techniques, as well as the planning, strategy and content required to start/improve Social Media. A great way to create fun content in a interactive and practical way with the best support from concise tutors.

”



Social Media Online Courses with 5* support

Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Ongoing online support – get your questions answered
- NUS registered – apply for your student card



CPD Accredited Elearning Short Courses

To view each course in detail, click the corresponding icon.



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (5 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Pinterest for Business (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)

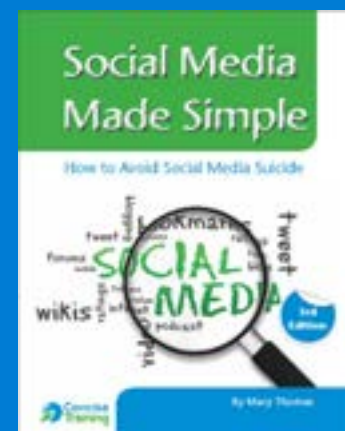


WordPress for Websites (15 hours)



More from Concise Training:

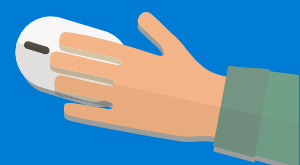
- ✓ [Public workshops](#)
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- ✓ [Elearning](#)
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- ✓ Digital Marketer Apprenticeship Standard Resources
- ✓ [Books](#)



'Social Media Made Simple' is an excellent resource to accompany the City & Guilds qualifications as well as an aid to create a social media strategy for a business.

[Buy Social Media Made Simple](#)

£15.99 Now £10.00



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or email: mary@concisetraining.net



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