

Would you like to learn how to design and manage your own website?

Website Design & Marketing ILM Level 4 Award

- ✓ Superb value for money - gain the skills necessary to design and build a fully functional website.
- ✓ Learn how to increase traffic to your website through Search Engine Optimisation, Advertising, Google Analytics, use of email marketing and much more.
- ✓ Understand why and learn how to link Social Media platforms such as Facebook, Twitter, Google+ and many more top websites.
- ✓ Achieve a Level 4 Award from the Institute of Leadership and Management.

Who is the course for?

This course is aimed at anyone wanting to design and manage their own website and social media marketing content for business. It would be especially useful to those planning to embark on a business start-up or seeking employment as website administrator, digital sales, marketing or business development roles.



Programme Structure

This programme is delivered over a 5 day period and uses a combination of theory, discussion and practical lessons to ensure that candidates leave the course not only with the skills but also with a functional website if they already have an idea or know what line of business they wish to embark on. The main areas of study are:

- ◆ Set up and run a website
- ◆ Add content, images and videos
- ◆ Add structure and navigation menus
- ◆ Apply an attractive design using easy templates
- ◆ Make the site search engine friendly
- ◆ Add contact forms, maps and take payments
- ◆ Add social networking and track visitors
- ◆ Add all the features and functionality required to run and develop a fantastic website

Employment Opportunities

Although this course is ideally suited to those wishing to start their own business in any sector there are also many employment opportunities UK wide for Website Administrator, Marketing Executive, Content & Social Media Executive and many more.



What support will I receive?

This course is delivered by an expert tutor and advice and guidance is available throughout the duration of the course. Joining Instructions will provide details on preparation of social media profiles.



Further Study

On completion of the Website Design and Marketing ILM Level 4 Award, delegates may consider other related qualifications including:

- ♦ Marketing & Selling
- ♦ Accounting in a Small Business

Course Fees and How to Fund



The course is Non-Contract Funded and therefore Service leavers are required to fund the course before attendance.

Three day course:	£804.00
Exam fees:	£174.00
<hr/>	
Total cost:	£978.00

Enhanced Learning Credits can be used as part payment for this course; for advice on funding please speak to your Service Resettlement Advisor.

The cost of the course is to be **paid direct to** the Course Booking & Information Centre in advance as soon as possible after course booking or your place maybe re-allocated. Payment is to be made by credit/debit card over the phone.

To book your place on this course, contact us today

02894 456200 | Mil (9491) 56200 | CourseBookings@ctp.org.uk