



the **skills** network

Business Growth and Improvement within Leisure and Tourism



Key info

Learners receive:

Certificate of unit credit

Credit Value: 17

Guided learning hours: 135

Course overview

This course will provide learners with the necessary skills and knowledge needed to grow and improve your business. It will also equip learners with core knowledge on subject areas including marketing theory, digital marketing and social media- an essential skills in an ever growing technological environment.



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Who is suitable?

The scope of topics within this course make it perfect for learners who wish to develop and progress their careers and learn about how to move a business forward. Learners will benefit from the vast range of knowledge to be gained from this course, as they enhance their skillset.

Learning method

Studying via distance learning means learners can choose when and where they study.

This course is available:  **Online**

The online course is available on The Skills Network's online learning platform, **EQUAL**.

no exams
just assessments

What learners will learn

This course is split into three manageable units:

Unit 1: Principles of marketing theory

Unit 2: Principles of digital marketing

Unit 3: Introduction to social media channels.

Benefits

- Receive certificates of unit credit to showcase their achievement
- Study will enhance both personal skills and professional development
- Personal tutors are assigned to each individual learner to ensure they have the necessary support needed to be successful
- This course is delivered by distance learning, allowing learners to choose where and when they study.