

DIPLOMA IN DIGITAL MARKETING



Awarded by _____

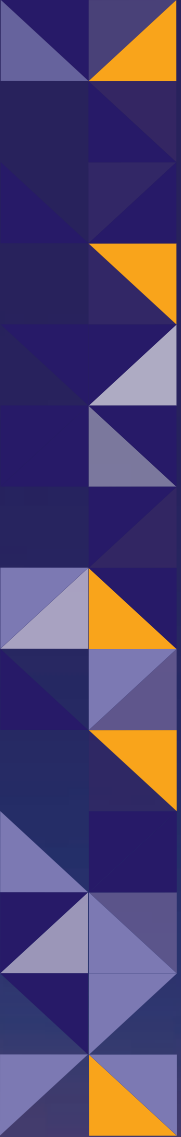
Who Are We?

Westford Learn is a flexible, self-paced learning platform designed to make quality education more accessible, engaging, and career-focused. Built for students, professionals, and lifelong learners, the platform combines academic excellence with the convenience of learning anytime, anywhere.

What Do We Do?

We deliver modular, outcome-driven learning experiences that help individuals gain new skills, enhance existing knowledge, and work towards recognised qualifications. Our programs are designed to support both professional development and academic progression through structured learning pathways.



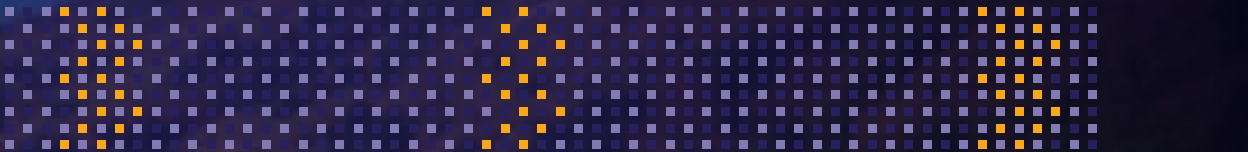


How Do We Deliver Learning?

Westford Learn offers a digital learning experience through expert-led pre-recorded videos, essential readings, interactive learning resources, quizzes, and assessments. This self-paced approach allows learners to study according to their own schedules, revisit content when needed, and progress at a pace that suits their goals.

What Can You Achieve?

Learners can access a range of pathways, including short courses, micro-credentials, and diploma programs, with opportunities to build skills progressively through stackable learning modules. Supported by Westford Learn certifications and quality-assured qualifications in collaboration with the Qualifications Scotland, these programs help learners develop future-ready competencies and achieve meaningful academic and career outcomes.



About the

DIPLOMA IN DIGITAL MARKETING

PROGRAM HIGHLIGHTS



SCQF Level
Level 8



Duration
3 Months

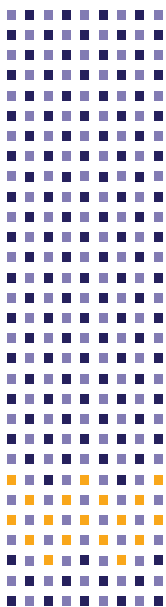


Credits
45 SCQF Credits



Mode
**100% Online
/Self-paced**





The Diploma in Digital Marketing, awarded by Qualifications Scotland, UK, helps you build the skills and confidence needed to succeed in today's fast-moving digital landscape. Delivered through the flexible Westford Learn platform, the program covers key areas such as Digital Marketing Strategy, Consumer Behaviour & Market Insights, Social Media & Content Marketing, and Web Analytics & Campaign Performance.

Through self-paced learning, engaging content, and assessments, learners can develop practical knowledge in marketing strategy, customer insights, campaign planning, and performance measurement that supports their progression into marketing roles and helps them contribute meaningfully to organisational growth across industries.

MODULES

- Marketing Principles
- Digital Marketing

DIPLOMA IN DIGITAL MARKETING

LEARNING OUTCOMES

MARKETING PRINCIPLES

- Understand the marketing concept and role of marketing across different business organisations.
- Understand how the marketing mix concept is applicable to both goods and services.
- Discuss the impact of brands, strategy, and positioning on a marketing plan.
- Appraise the influence of E-economy and Digital Marketing within a society.





DIGITAL MARKETING

- Apply digital marketing strategy in a business environment.
- Develop an understanding of the tools required to implement a digital marketing campaign.
- Evaluate how digital marketing theories can complement traditional integrated marketing in a business context.
- Assess the impact of digital marketing on business functions and analyse the key emerging trends in the field of digital marketing.





Certifications

This qualification is credit-rated at **SCQF Level 8** and aligned with the **Scottish Credit and Qualifications Framework**, ensuring international recognition, academic quality, and career progression opportunities.

Pathways:

Eligible learners may progress to advanced qualifications or MBA pathways.

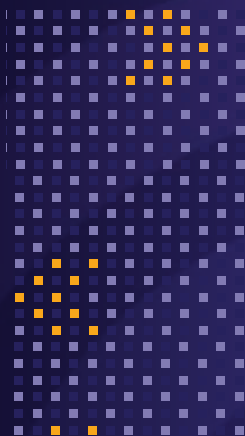


About Qualifications Scotland



Qualifications Scotland is Scotland's national awarding body, providing trusted qualifications that recognise knowledge, skills, and achievement. Its qualifications are respected internationally and are designed to support progression into higher education and employment.

Working closely with educators, industry experts, training providers, and employers, Qualifications Scotland develops qualifications that reflect real-world needs and evolving workforce demands. All qualifications are benchmarked against the Scottish Credit and **Qualifications Framework (SCQF)**, ensuring quality, transparency, and global recognition.



- National awarding body of Scotland with international recognition.
- Qualifications designed for academic progression and career advancement.
- Strong focus on practical, industry-relevant skills.
- Developed in collaboration with education and industry experts.
- Benchmarked against the SCQF for quality assurance and global credibility.

HIGHLIGHTS



Start
ANYWHERE. LEARN
EVERYWHERE.
Succeed
ANYWHERE.

WESTFORD
Learn

westfordlearn.com