

# COURSE PROSPECTUS

## 2022



# Skills Accelerator Project Overview

**The Skills Accelerator project is a core part of the Skills for Jobs white paper, the government's blueprint for reshaping the technical skills of the local labour market and wider economy.**

Colleges and other providers face challenges adapting their provision to respond to employer needs and labour market demand.

**The Skills Accelerator objectives are therefore to:**

- Strengthen relationships and partnerships with employers
- Give education providers a clearer indication of the skills needed in their area and transform curriculum development to meet the changing skills needs of employers
- Work collaboratively with other providers towards key strategic priorities

Employers will play a pivotal role, in partnership with education and training providers, in shaping a skilled workforce for the benefit of the local and wider economies.



# Welcome to the Skills Accelerator Project



**The Black Country Colleges – Dudley, Halesowen, Sandwell, Walsall and Wolverhampton – are delighted to be working in partnership to deliver the Skills Accelerator project across our region.**

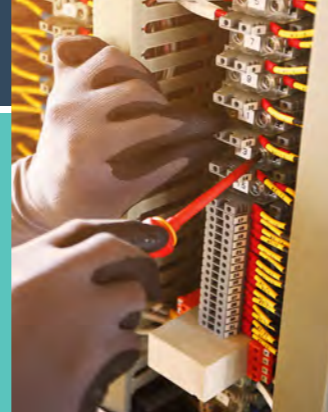
Throughout this prospectus, you will find a selection of training opportunities designed to help your business flourish in a post-pandemic, digitally-focused world. Whether you need support to promote your business online or need to know how to protect it from cyber-attacks, these introductory programmes will give you and your employees the basic understanding required to get started. There are also opportunities to progress onto higher level courses, where you'll gain a more in-depth knowledge of a subject area.

These courses are free for you and your employees, and can be delivered at any of the Black Country Colleges and we'll work with you to offer a flexible solution to your training needs. If you can't find what you're looking for in the prospectus, or need support to identify the training needs of your business, please contact us to discuss your requirements.

We're looking forward to working with you to deliver the very best outcomes for your business and the local economy.

**Jacquie Carman**  
Vice Principal and COO (Halesowen College)  
Skills Accelerator Project Lead

# Electrical Relay – Wiring and Circuitry



**This practical industrial circuits course covers aspects of control circuit wiring and motor starting in use today and aims to make you familiar with the application and use of different circuits, allowing you to practically construct typical applications and identify basic faults within the control circuit.**

## COURSE OUTLINE

- Introduction to typical circuit applications
- Wire basic control circuits
- Direct Online Starting (DOL)
- Star Delta Starting
- Forward and Reverse control
- Cascade control
- Setting of overloads
- Remote stop/start circuits
- Produce basic circuit diagrams

## PREREQUISITES

- An understanding of electrical principles

## LENGTH OF COURSE

15 hours

## DAYS/DATES

This will be delivered on three successive Saturdays 9am – 2pm.  
Various dates will be available in February and March 2022.

## PROGRESSION

City & Guilds 2365 L3 Electrical Installation. Electrical regulations 18th Edition, Level 3 Award in Electrical Installation Inspection Testing, Certification and Reporting.

## CAMPUS ADDRESS

**Dudley College of Technology**  
Advance II Campus, Priory Road, Dudley DY1 4AD

## CONTACT

[learner.services@dudleycol.ac.uk](mailto:learner.services@dudleycol.ac.uk),  
01384 363 363



# Intruder Alarm Systems



**Want to know more about the operation and installation of domestic security alarm systems? Then this course is for you.**

**Expand the scope of your installation potential with an insight into domestic alarm systems.**

## COURSE OUTLINE

- The purpose of an alarm system
- Types of systems available
- Wired vs Wireless
- Components of an alarm system
- Installation techniques of a basic system
- Commissioning and handover
- The client and quotation

## PREREQUISITES

- Basic understanding of electrical, circuitry and electrical installation.

## LENGTH OF COURSE

9 hours

## DAYS/DATES

This will be delivered on three successive Thursdays, 6pm – 9pm.  
Various dates will be available February and March 2022.

## PROGRESSION

City & Guilds 2365 L3 Electrical Installation. Electrical regulations 18th Edition, Level 3 Award in Electrical Installation Inspection Testing, Certification and Reporting.

## CAMPUS ADDRESS

**Dudley College of Technology**  
Advance II Campus, Priory Road, Dudley DY1 4AD

## CONTACT

[learner.services@dudleycol.ac.uk](mailto:learner.services@dudleycol.ac.uk),  
01384 363 363



# Electric Hybrid Vehicle System Repair and Replacement



**Want to know more about electric/ hybrid technology vehicles, how to work safely with high voltage technologies?**

**Then this course is for you, covering routine maintenance and all aspects of health and safety for high energy/ electrical systems.**



## COURSE OUTLINE

- Overview of electric hybrid systems components and operation
- Know how to carry out maintenance and repair activities
- Products and manufacturer oversight
- Health and safety of hybrid vehicles high voltage systems

## PREREQUISITES

- Level 2 vehicle maintenance and repair knowledge (this is not suitable for beginners to vehicle maintenance).

## LENGTH OF COURSE

20 hours

## DAYS/DATES

This will be delivered on four successive Saturdays 9am – 2pm.  
Various dates will be available in February and March 2022.

## PROGRESSION

Level 2/3 Award in Electrical/Hybrid vehicle System Repair and Replacement

## CAMPUS ADDRESS

**Dudley College of Technology**  
Advance II Campus, Priory Road, Dudley DY1 4AD

## CONTACT

learner.services@dudleycol.ac.uk,  
01384 363 363

# Cable Data Network Installer



**This course provides a broad overview of copper and fibre cabling installation, termination and testing to the highest quality whilst complying to industry best practice.**

## COURSE OUTLINE

- Cable media types
- Network topologies –
- National standards installing structured cabling
- Working in containment routes
- Risk evaluation
- Signal theory
- Fire safety
- Documentation and labelling

## PREREQUISITES

- No previous experience is required to attend.

## LENGTH OF COURSE

Unit One – 5 days, Unit Two – 5 days

## DAYS/DATES

This will be delivered on various dates throughout February and March 2022.

## PROGRESSION

Certified Integrated Infrastructure Technician CIT, Certified Network Infrastructure Technician CNIT.

## CAMPUS ADDRESS

**Black Country and Marches Institute of Technology**  
Dudley, DY1 4AL

## CONTACT

learner.services@dudleycol.ac.uk  
01384 363 363



# Reshoring

**A growing number of businesses that have previously relocated or outsourced their facilities and customer service centres are now bringing them back to the UK or in house.**

**This process is widely referred to as “reshoring” and is one of the most recent business trends.**

**If you’re looking to reshore some elements of your business, we can help to upskill your existing teams to deal with the impact.**



# Digital Marketing – SEO, Social Media Marketing

**Search Engine Optimisation is the process of improving your website visibility on popular search engines such as Google. This course is for anyone looking to enhance their understanding of how to effectively benefit from the web elements you can control.**

**The introductory course in Social Media Marketing covers everything you need to know about creating a social media marketing strategy. Learn the tools of social media, increase engagement with your target market, and attract new audiences.**



## COURSE OUTLINE

- Effective Project Management for Reshoring
- Reshoring and Human Resources

## PREREQUISITES

No formal requirements. An interest in reshoring, an upcoming project or managing HR needs in a business setting would be advantageous.

## LENGTH OF COURSE

Contact us to discuss our flexible options.

## DAYS/DATES

Contact us to discuss our flexible options.

## PROGRESSION

On completion, you could progress to:

- CMI Level 5 Certificate in Project Management: **Certificate in Project Management (fasst.org.uk)**. There is also a L3 option
- Gateway L4 Award in Project Management: **Award in Project Management (fasst.org.uk)**
- NCFE Diploma in Skills for business: Human Resources Level 3 Diploma in Skills for Business: **Human Resources (fasst.org.uk)** FT 540 - is also a L2 course with NCFE
- CIPD courses if approved provider

## CAMPUS ADDRESS

**Halesowen College**  
Whittingham Road, Halesowen B63 3NA

## COURSE OUTLINE

- Search Engine Optimisation: what is it, how do search engines work, SEO tools, competition analysis, on-page/off-page optimisation
- Social Media Marketing: profile creations, posting, audience creation, tips and guides, paid vs non-paid content and email marketing

## PREREQUISITES

No formal requirements. A basic understanding of computers and internet browsing would be useful, as well as a basic understanding of social media platforms.

## LENGTH OF COURSE

Contact us to discuss our flexible options.

## DAYS/DATES

Contact us to discuss our flexible options.

## PROGRESSION

On completion, you could progress to:

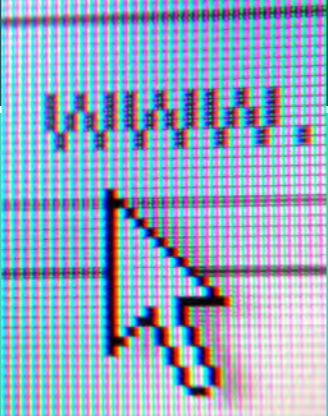
- Gateway Award in Digital Marketing **Award in Digital Marketing (fasst.org.uk)**
- Award in social media marketing Gateway L2 **Award in Social Media Marketing (fasst.org.uk)** – L1, L2 and L3 courses

## CAMPUS ADDRESS

**Halesowen College**  
Whittingham Road, Halesowen B63 3NA



# Digital Marketing – Website Creation



**This introductory course will give you the skills and knowledge to begin creating your own website – whether it’s an Etsy site, basic HTML or WordPress.**

**COURSE OUTLINE**

- What is a Website?
- Types of Website
- Static Website
- Dynamic Website
- E-Commerce Website
- Shopping Sites
- Domain Names and Hosting

**PREREQUISITES**

No formal requirements. A basic understanding of computers and internet browsing would be useful.

**LENGTH OF COURSE**

Contact us to discuss our flexible options.

**DAYS/DATES**

Contact us to discuss our flexible options.

**PROGRESSION**

On completion, you could progress to:

- Gateway Qualifications Level 5 Diploma in Web Application Development

**CAMPUS ADDRESS**

**Halesowen College**  
Whittingham Road, Halesowen B63 3NA



# Cyber Security



**Did you know?**

- 46% of UK businesses and charities have reported a cyber-attack
- Of those, 33% claimed they experienced a cyber breach in 2020 at least once a week – up from 22% in 2017
- Up to 88% of UK companies have suffered breaches in the last 12 months
- One small business in the UK is successfully hacked every 19 seconds, according to Hiscox
- Around 65,000 attempts to hack small-to medium-sized businesses (SMBs) occur in the UK every day, around 4,500 of which are successful
- The average mean cost of a cyber security breach for a small business in 2019 was £11,000

**We'll offer you an insight in to the risks and measures businesses should be aware of around cyber security.**



**COURSE OUTLINE**

- Cyber Awareness for Businesses
- Understand Measures used to Protect against Cyber Security Incidents
- Understand How to Manage Cyber Security Incidents

**PREREQUISITES**

No formal requirements for Cyber Awareness for Businesses. Cyber Awareness for Businesses should be completed before progressing onto other areas.

**LENGTH OF COURSE**

Contact us to discuss our flexible options.

**DAYS/DATES**

Contact us to discuss our flexible options.

**PROGRESSION**

On completion, you could progress to:

- Gateway Qualifications Level 1 Award in Cybersecurity | Gateway Qualifications
- Gateway Qualifications Level 2 Award in Cybersecurity | Gateway Qualifications

**CAMPUS ADDRESS**

**Halesowen College**  
Whittingham Road, Halesowen B63 3NA

# Digital Marketing for Business



**We want to teach the skills and knowledge that will benefit your business.**

The content of this digital marketing course will be tailored to meet your requirements.

Choose your topic:

- 1 Augmented Reality (AR) for commerce
- 2 Branding and Creative Design
- 3 Client Relationship Management (CRM)
- 4 Content development
- 5 Email marketing
- 6 GDPR
- 7 Online advertising
- 8 Search Engine Optimisation (SEO)
- 9 Social media for Business
- 10 Video marketing
- 11 Virtual Reality (VR) for commerce

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## COURSE OUTLINE

**Augmented Reality (AR) for Commerce** Learn how to use the wonders of Augmented Reality to help sell your products online by capturing breath-taking 3D models of your work. The magic of AR enables your clients and customers to see realistic and engaging 3D models of what you're selling - wherever they are - on their phone - to try before they buy. We will equip you with all the skills and knowledge you'll need to confidently use AR and capture 3D models of your work.

**Branding & Creative Design** Deliver a professional image and recognisable brand. Learn about the fundamentals of branding and creative design. We will teach you how to create a logo and why it is important to follow branding guidelines.

**CRM** Understand why a Client Relationship Management (CRM) system is a powerful tool for managing your existing contacts and prospective clients. You will learn how to automate administrative tasks to become more efficient and continue to keep stakeholders engaged.

**Content Development** Discover how to use everyday software (such as PowerPoint or Google Slides) to develop rich media content including explainer videos, animated GIFs and engaging online user content.

**Email Marketing** Learn how to communicate with your stakeholders using email marketing platforms such as Mail Chimp. We can teach you how to develop engaging content and top tips for creating email campaigns to reach more customers.

**GDPR** GDPR is essential for every business, and everyone has a responsibility for managing data securely. This course will provide you with the fundamental knowledge that you need to understand the GDPR regulations in the UK.

**Online Advertising** Learn about the range of opportunities that exist to market your business online using a range of advertising channels. This includes understanding pay-per-click advertising.

**SEO** Users trust search engines and achieving a top spot in search engine rankings signals to searchers that your site is a credible source. Are you ranking high in Google and Bing? Do you need help with optimising your website to improve your online presence? You will learn about configuring your website appropriately for search engines, setting up Google Analytics and tracking your website visitors.

**Social Media for Business** Using social media for business can be a great way to engage with customers, view competition and develop a brand voice. We will teach you the platforms that are most used in your sector and how these can help to increase your reach and meet new leads.

**Video Marketing** Learn how to create impressive videos for your website to improve your visibility on the web and social media. You will learn how to add interactive features to your video content which can help increase your sales.

**VR for Commerce** Step into the incredible world of Virtual Reality, where you'll experience first-hand how this exciting technology can be used to transport your customers to new worlds, environments, and experiences. We will show you the different applications of VR for digital marketing and how you can create your own virtual tours to market your business and products.

## PREREQUISITES

Participants will have a basic level of digital skills and confidence. You will be able to use a device and the internet proficiently.

## PROGRESSION

This course will provide you with the knowledge, skills and understanding required to study a Level 2 course in the creative and digital areas.

## LENGTH OF COURSE

Sessions can be delivered flexibly to meet your requirements and availability.

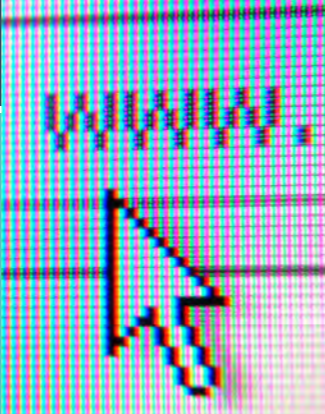
## DAYS/DATES

By appointment: Monday to Friday  
Subject to availability

## CAMPUS ADDRESS

**Online or Fab Lab Sandwell**  
**Central Saint Michael's Sixth Form**  
New Street, New Square,  
West Bromwich B70 7PG

# Website Design & Development



**Learn how to build a website with WIX, WordPress or Drupal.**

**You will learn about the principles of user interface design and start to develop a website to meet the needs of your business.**

**No coding skills required.**

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# Cyber Security for Business



**Better understand the basics of cyber security and the risks we face every day using our devices.**

**You will learn about preventative measures to keep your identity and devices secure.**

**You will be better equipped with the knowledge and skills to identify cybercrime activity, reducing your chances of becoming a victim.**

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COLLEGE**  
A CAREERS COLLEGE

## COURSE OUTLINE

- 1 Introduction to Website Design & Development
- 2 Set-up and configuration of your website
- 3 Principles of user interface/experience design
- 4 Designing your website
- 5 Building a website (Wix, WordPress or Drupal)
- 6 Adding content and interactivity
- 7 Search Engine Optimisation
- 8 Maintaining your website

## PREREQUISITES

No coding skills required. Participants will have a basic level of digital skills and confidence. You will be able to use a device and the internet proficiently. You will need access to a laptop or computer device. This course is not suitable for mobile users.

## PROGRESSION

This course will provide you with the knowledge, skills and understanding required to study a Level 2 course in Web Design or Coding.

## LENGTH OF COURSE

This course requires a total of 8 learning hours which can be delivered over one or more days. Sessions can be delivered flexibly to meet your requirements and availability.

## DAYS/DATES

By appointment: Monday to Friday. Subject to availability.

## CAMPUS ADDRESS

Online or Fab Lab Sandwell

Central Saint Michael's Sixth Form

New Street, New Square,  
West Bromwich B70 7PG

## COURSE OUTLINE

- 1 The essentials of Cyber Security
- 2 Types of Cyber Attacks
- 3 Identifying potential risks and threats of Cyber Crime to your business
- 4 Understand legislation, legal and ethical conduct of Cyber Security
- 5 Professional skills and behaviours for Cyber Security

## PREREQUISITES

Participants will have a basic level of digital skills and confidence. You will be able to use a device and the internet proficiently. You do not need any prior knowledge of Cyber Security.

## PROGRESSION

This course will provide you with the knowledge, skills and understanding required to study a Level 2 course in Cyber Security.

## LENGTH OF COURSE

Sessions can be delivered flexibly to meet your requirements and availability.

## DAYS/DATES

By appointment: Monday to Friday. Subject to availability.

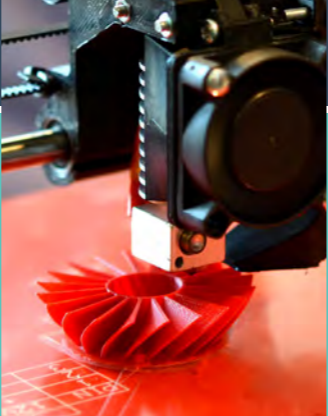
## CAMPUS ADDRESS

Online or Fab Lab Sandwell

Central Saint Michael's Sixth Form

New Street, New Square,  
West Bromwich B70 7PG

# Advanced Manufacturing – 3D Printing



**3D Printing is quickly transforming a wide range of industries – reducing prototyping costs and lead times.**

**It has created a paradigm shift in manufacturing, and in turn, the way we make products.**

**We will introduce you to the different types of 3D Printing – and how you can use 3D printers to quickly design and manufacture 3D objects and parts for your business to save time and money.**

**SANDWELL COLLEGE**  
A CAREERS COLLEGE

## COURSE OUTLINE

- What is 3D Printing
- How 3D Printing can transform your business
- Types of 3D Printers and how to use them
- Sourcing 3D models
- How to make your own bespoke 3D models in CAD
- The future of 3D Printing

## PREREQUISITES

No prior skills required. Participants will have a basic level of digital skills and confidence.

## PROGRESSION

This course will provide you with the knowledge, skills and understanding required to study a Level 2 course in Engineering, Manufacturing, or 3D.

## LENGTH OF COURSE

Sessions can be delivered flexibly to meet your requirements and availability.

## DAYS/DATES

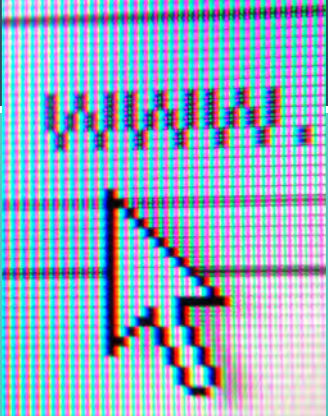
By appointment: Monday to Friday. Subject to availability.

## CAMPUS ADDRESS

Online or Fab Lab Sandwell

Central Saint Michael's Sixth Form  
New Street, New Square,  
West Bromwich B70 7PG

# Creating a Website



**Learn how to go about creating your own website, including how to use WordPress to create a fully functional custom website with minimal technical skills required.**

**You will also be introduced to HTML to see how webpages are created from scratch.**

## COURSE OUTLINE

- What is a website
- The different types of website
- Create a simple website from scratch
- Create a website with minimal skill using a website builder
- How to buy a website address and host your website online

## DAY ONE

Internet fundamentals. HTTP, web servers and communication over the internet

Overview of HTML tags and structure.

Create a multi-page website

- Embedding text and images
- Hyperlinks
- Introduction to CSS for webpage styling
- Outline the benefits of CSS

## DAY TWO

Implementing CSS

- CSS Syntax
- Fundamental CSS properties
- Inline, internal, and external stylesheets
- Using divider tags in CSS
- CSS id's and classes

WordPress

- Overview of WordPress
- Templates and plugins
- Create a WordPress website

## PREREQUISITES

Basic understanding of computers and internet browsing

## LENGTH OF COURSE 2 DAYS

**DAYS/DATES** Wednesday and Friday – flexible dates

## PROGRESSION

Gateway Qualifications Level 2 Award in Website Design and Development

## CAMPUS ADDRESS

Walsall College  
Wisemore Campus, Littleton Street West, Walsall WS2 8ES

 Walsall College

# E-Commerce and Digital Marketing



**E-Commerce and digital marketing technologies uses the internet to conduct business online, to build and enhance customer relationships, and to promote products and services using digital technologies. Gain an understanding of e-commerce and digital marketing, and how they can help you and your business.**

Each of the sessions listed below provides you with a three hour bite size chunk of E-Commerce and Digital Marketing.

You can select any number of these sessions to tailor the course to suit your business needs or complete all of them over a ten week period.

**CHOOSE FROM**

**An introduction to Digital Marketing**

This session will give you a solid understanding of the specialist areas used in Digital Marketing.

**Digital Marketing Planning**

This session will help you select appropriate objectives and KPI's for a Digital Marketing Campaign.

**Content Marketing**

This session will show you how to plan, deliver and manage content across different digital channels.

**Websites, Accessibility and Usability**

This session will provide examples of how you can help to improve customer experience online

**Search Engine Optimisation**

This session demonstrates the key principles of SEO, explains On-Page and Off-Page SEO and explains keyword research and how it is applied.

**Pay-per-click**

This session shows you how PPC works and teaches you about selecting keywords, keyphrases and using the targeting options.

**Social Media Marketing**

This session provides insight and advice on everything from organic social media to social media advertising.

**Email Marketing and Customer Relationship Management**

This session shows you how to devise an email marketing campaign that aligns to your customer lifecycle and customer journey. It also provides examples of what is involved in customer relationship management.

**Web Analytics and Measurement of ROI**

This session helps you to understand return on investment and how to measure the outcomes of a campaign.

**Creating Customer Loyalty and Advocacy**

This session explains how to win, influence and retain more customers through building brand loyalty and gives examples of how to turn customer loyalty into advocacy.

**PREREQUISITES**

Basic understanding of computers and internet browsing

**LENGTH OF COURSE**

3 hours per week over 10 weeks

**DAYS/DATES**

Wednesday 9am - 12pm

**PROGRESSION**

Gateway Award in Digital Marketing Award in Digital Marketing (fasst.org.uk)

**CAMPUS ADDRESS**

**Walsall College**  
Wisemore Campus, Littleton Street West,  
Walsall WS2 8ES

# Cyber Crime and Security Awareness



**Cyber crime is a national scale issue, which costs the UK economy an estimated £27bn per annum.**

**An awareness of cyber crime and security is essential for businesses to protect themselves and their customers.**

**Businesses should understand the impact of cyber crime on both individuals and organisations.**

**COURSE OUTLINE**

- What is cyber crime?
- What is the impact of cyber crime?
- The different types of cyber crime and how to protect against them
- An Introduction to cyber crime law

**PREREQUISITES**

Basic computer skills e.g. being able to browse the internet.

**LENGTH OF COURSE**

1 day

**DAYS/DATES**

Wednesday 9:30am – 16:30pm

**PROGRESSION**

Gateway Qualifications Level 1 Award in Cybersecurity  
Gateway Qualifications

**CAMPUS ADDRESS**

**Walsall College**  
Wisemore Campus, Littleton Street West, Walsall WS2 8ES

# Reshoring and Human Resources



**Globalisation is beginning to have a much bigger impact on the way HR departments operate particularly as businesses are now looking to bring some functions back to the UK and inhouse.**

**This introductory class will explain some of the main features, tools and skills needed to effectively manage, motivate and encourage staff within this ever-changing landscape.**

**COURSE OUTLINE**

- Why businesses decide to reshore
- How to motivate and engage workers - new methods in changing business environments
- Change management
- Fostering a culture for continuous learning and progression
- HR management of a diverse workforce

**PREREQUISITES**

No formal requirements, although responsibility for managing businesses HR needs an advantage.

**LENGTH OF COURSE**

Contact us to discuss our flexible options.

**DAYS/DATES**

Contact us to discuss our flexible options.

**PROGRESSION**

CIPD Foundation Certificate in People Practice  
CIPD Associate Diploma in People Management

**CAMPUS ADDRESS**

**Walsall College**  
Wisemore Campus, Littleton Street West, Walsall WS2 8ES

# Introduction to Business Improvement Techniques



**The course has been designed so that candidates will have a thorough understanding of the philosophy and procedures involved in this waste time reduction technique. Through theoretical instruction and actual practical time reduction exercises candidates will be able to replicate the activities in their normal work environments.**



## WHO SHOULD ATTEND?

The course is specifically designed to enhance the capabilities of staff contributing to waste time reduction projects with manufacturing environments. In particular:

- Production Engineers
- Process Engineers
- Production Managers
- Production Planners
- Logistics Controllers
- Anyone who makes an input to a company's product change procedure, i.e. setters, operators... etc

## COURSE OUTLINE

- Providing a thorough understanding of techniques that can be utilised to identify and then remove waste time within manufacturing environments.
- Enabling candidates to work through actual reduction exercises to become familiar with the paperwork involved
- Demonstration of the techniques in action.
- Understand the philosophy behind SMED (Single Minute Exchange of Dies) and how it can be used
- State the negative effects of long set-up times
- Define what is meant by a manufacturing change
- Conduct analytical studies using standard format documentation
- Recognise similar time saving opportunities once returning to work
- Witness the techniques employed in practical situations
- Have a knowledge of commercially available equipment that can assist in the process
- Manage SMED projects within their own working environments

## PREREQUISITES

The course is appropriate for anyone involved in manufacturing that has a specific interest in productivity improvement and waste time reduction projects. The material utilised is based around the injection moulding process but can equally be applicable to alternative environments. Sufficient time spent within a manufacturing environment is therefore required.

## LENGTH OF COURSE

2 days (contact us to discuss our flexible options for online/blended learning)

## DAYS/DATES

Contact us to discuss our flexible options

## PROGRESSION

Injection Moulding Technician Level 2, Injection Moulding Technician Level 3

## CAMPUS ADDRESS

City of Wolverhampton College  
Telford Campus TF3 3BA

# Introduction to Business Innovation & Sustainability

**These programmes are designed to cover the basics and fundamental knowledge of business innovation and sustainability.**

These 3-day courses will give you greater knowledge and enhanced skills in these areas, allowing you to make changes that impact your own business and to explore the option of further study.

Many workplaces struggle to create a culture that encourages new ideas and experimentation.

Prior to COVID lack of innovation was already a challenge but recent events have heightened the need for adoption of new ideas and fresh creative thinking to overcome current problems and respond to challenges.

## THE PROGRAMME INCLUDES:

- How to develop the mindset, skillsets and toolsets of highly creative people and implement these concepts within your business.
- Developing skills in challenge articulation, idea-generation, problem-solving and collaboration and look at how to implement these ideas into your business.
- Learning strategies and processes for identifying, defining and prioritizing business needs.
- Learning to develop creative techniques which help you implement those strategies and processes within a company, to help you innovate more effectively.

## COURSE OUTLINE

- How to identify customers' needs
- Overview of key business improvement tools and strategies
- Scoping, planning and managing improvement ideas
- Evaluating existing communication structures and improving them

**PREREQUISITES** None

## LENGTH OF COURSE

3 days (contact us to discuss our flexible options for online/blended learning)

**DAYS/DATES** Contact us to discuss our flexible options

## PROGRESSION

Level 3 Lean Technician, Level 4 Improvement Practitioner

## CAMPUS ADDRESS

City of Wolverhampton College  
Telford Campus TF3 3BA

# Introduction to Digital Marketing

**Consumer behaviour has changed dramatically in recent times. Digital marketing gives businesses the chance to reach people on platforms where they spend a lot of time and money.**

**This course will enable to you to gain an understanding of digital marketing principles, how you can create a strategy and how it can help your career prospects and your business grow.**

## COURSE OUTLINE

- Principles of Digital Marketing
- Types of Digital Marketing and the platforms used (including social media)
- Digital Marketing approaches and strategy
- Understanding digital marketing campaigns
- Digital marketing vs Traditional Marketing

## PREREQUISITES

Basic understanding of IT, internet browsing and social media

## LENGTH OF COURSE

Contact us to discuss our flexible options

## DAYS/DATES

Contact us to discuss our flexible options

## PROGRESSION

Digital Marketing Apprenticeship Level 3

## CAMPUS ADDRESS

City of Wolverhampton College  
Wellington Road Campus, Bilston WV14 6BT

## Skills Accelerator Contacts

**If you would like more information about the Skills Accelerator project, contact your local college to discuss your requirements.**



**DUDLEY COLLEGE**

Email: [learner.services@dudleycol.ac.uk](mailto:learner.services@dudleycol.ac.uk)

Telephone: **01384 363363**

[www.dudleycol.ac.uk](http://www.dudleycol.ac.uk)

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[www.halesowen.ac.uk/skills-accelerator-programme/](http://www.halesowen.ac.uk/skills-accelerator-programme/)



**SANDWELL COLLEGE**

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**WALSALL COLLEGE**

Telephone: **01922 657000**

[www.walsallcollege.ac.uk/skillsaccelerator](http://www.walsallcollege.ac.uk/skillsaccelerator)



**CITY OF WOLVERHAMPTON COLLEGE**

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[www.wolvcoll.ac.uk/skills-accelerator-programme/](http://www.wolvcoll.ac.uk/skills-accelerator-programme/)

## Notes

