



Certificate of Achievement

Neil Gardner

has completed the following course:

CREATE A SOCIAL MEDIA MARKETING CAMPAIGN
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

2 weeks, 2 hours per week



Meg Pickard
Lead Educator



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has completed the following course:

CREATE A SOCIAL MEDIA MARKETING CAMPAIGN UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

100%
AVERAGE TEST
SCORE

Organisations of all sizes and industries have brought social media to the heart of their marketing, communication and customer support. The challenge is knowing how to create effective two-way communication between your organisation and your audience. On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

- Explore the difference between paid and organic social media marketing

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe a social media strategy and its components
- Identify a target audience and how to reach them
- Describe the difference between paid and organic reach
- Evaluate appropriate metrics for a successful campaign
- Explain the role of timelines in a social media marketing campaign
- Produce a strategy and sample content for a social media marketing campaign

SYLLABUS

- Discover the components that make up a social media campaign
- Identify the strengths and drawbacks of the different social media platforms
- Create and measure the success of a social media marketing campaign
- Explore how to identify the target audience through the use of personas



Certificate of Achievement

Neil Gardner

has completed the following course:

DIGITAL SKILLS: DIGITAL MARKETING
ACCENTURE

This online course provided an introduction to digital marketing, and explained the different digital marketing strategies, techniques and tools that are available for businesses to use today.

2 weeks, 2 hours per week



Hanna Pumfrey
Course Sponsor
Accenture



accenture



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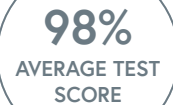
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A yellow staircase icon with three steps, pointing upwards and to the right.

Neil Gardner

has completed the following course:

DIGITAL SKILLS: DIGITAL MARKETING ACCENTURE

A circular badge with a thin black border containing the text "98% AVERAGE TEST SCORE".

98%
AVERAGE TEST
SCORE

Digital marketing is seen as a key tool in growing a business. This course explored what digital marketing means, why it is important and looked at some digital marketing strategies including display advertising, pay per click advertising and search engine optimisation. The digital marketing strategy components were explained including the importance of balancing and integrating different digital marketing strategies and how companies can target customers.

- Search engine optimisation
- Email marketing
- How to integrate these techniques

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what digital marketing is
- Explain why digital marketing is important for businesses
- Describe the different types of digital marketing including; display advertisements, pay per click, search engine optimisation, and email marketing
- Explain how the different digital marketing methods can deliver value to businesses
- Identify the key features that should be included in a digital marketing strategy
- Describe how businesses can use data to target customers in their digital marketing campaign
- Explain the benefit and importance of integrating different digital marketing techniques

SYLLABUS

Week 1 - How to use digital marketing

- Introduction to digital marketing
- Display and pay-per-click advertising

Week 2 - Digital marketing techniques



Certificate of Achievement

Neil Gardner

has completed the following course:

BUSINESS MODEL THINKING COVENTRY UNIVERSITY

This course provided an introduction to business model thinking and outlined how to turn your ideas into real business opportunities.

2 weeks, 3 hours per week



Dr Matthew Bennett
Senior Lecturer in Business Strategy
Coventry University



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The person named on this certificate has verified their identity. To read more about how FutureLearn verifies identities, visit futurelearn.com/verification/how-it-works. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Coventry University.

Neil Gardner

has completed the following course:

BUSINESS MODEL THINKING COVENTRY UNIVERSITY

This course identified how to use business model thinking and develop your ideas into future business opportunities. You assessed the viability of business ideas and the benefits it will bring to your business whilst exploring the importance of vision, mission and value proposition.

STUDY REQUIREMENT

2 weeks, 3 hours per week

LEARNING OUTCOMES

- Demonstrate business model thinking as applied within the context of developing a new business idea
- Justify the value that your business will add
- Assess the viability of your business idea
- Evaluate the importance of a vision, mission and value proposition for your business

SYLLABUS

- Business model thinking
- Creating value
- Business strategy
- Business success and responsibility



Certificate of Achievement

Neil Gardner

has completed the following course:


FOUNDATIONS OF PROJECT MANAGEMENT
COVENTRY UNIVERSITY

This course explored the fundamental aspects of project management and developed your understanding of traditional project life cycles.

2 weeks, 3 hours per week



Edyta Kostanek
Senior Lecturer in Project Management
Coventry University



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Neil Gardner

has completed the following course:

FOUNDATIONS OF PROJECT MANAGEMENT COVENTRY UNIVERSITY

This course explored the essentials of project management, including theoretical and applied perspectives. You also explored project constraints such as cost, time, and resources. You examined the role and the skills of project managers and investigated the opportunities for further professional development.

STUDY REQUIREMENT

2 weeks, 3 hours per week

LEARNING OUTCOMES

- Assess the importance of project management in the context of various organisational cultures and strategies, and summarise the essential components of a project, and the processes considered essential for its successful completion
- Describe the project phases that make up a typical project, and summarise the project management processes that occur within each. Explain the relationships between subject areas, process groups, and processes
- Describe the typical project management process, its documentation and deliverables that are produced in each project phase
- Evaluate factors important to project selection and prioritisation as evidenced by organisational capability and available resource capacity

SYLLABUS

- Core concepts of project management, including the prerequisites for a project (the business case), project management and the role of the project manager
- Project phases and processes, such as traditional project life cycles

- Factors important to project selection and prioritisation, as evidenced by organisational capability and available resource capacity



Certificate of Achievement

Neil Gardner

has completed the following course:

LEADING STRATEGIC INNOVATION: HOW TO LEAD WITH PURPOSE DEAKIN UNIVERSITY AND COVENTRY UNIVERSITY

This course introduced you to the concepts of strategic innovation and change. You critically reflected on your past experiences of change in order to develop a better understanding of how to deal with it. You explored your leadership and strategic purpose.

2 weeks, 3 hours per week




Colin Higgins

Director, Global Courses, Faculty of Business and Law
Deakin University



Joan Lockyer

Deputy Director, International Centre for
Transformational Entrepreneurship
Coventry University



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Neil Gardner

has completed the following course:

LEADING STRATEGIC INNOVATION: HOW TO LEAD WITH PURPOSE
DEAKIN UNIVERSITY AND COVENTRY UNIVERSITY

93%
AVERAGE TEST
SCORE

Change is inevitable in both your personal and professional life. In this course, you investigated the nature of change and learnt about the concept of strategic innovation. You critically reflected on your past experiences of change to understand how you dealt with it. You explored your own leadership capabilities. By identifying areas of strategic innovation, you learnt how to make a positive difference during times of change and growth.

STUDY REQUIREMENT

2 weeks, 3 hours per week

LEARNING OUTCOMES

- Explore the concept and practice of strategic thinking.
- Develop your understanding of change at a personal level.
- Identify and define your leadership purpose.
- Investigate strategic drift and the nature of change.

SYLLABUS

- Personal experience of change
- Leadership and strategic purpose
- Strategic thinking
- Strategic drift
- Organisational change
- The playing to win model



Certificate of Achievement

Neil Gardner

has completed the following course:

BUSINESS FUNDAMENTALS: CUSTOMER ENGAGEMENT
THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL

This course critically explored the value to a range of organizations of identifying and prioritising customers with whom long-term relationships could be effective. The tools with which profitable customer relationships could be developed and sustained were introduced, explained and analysed.

4 weeks, 3 hours per week



Dave Hall
University Secretary
The Open University



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Neil Gardner

has completed the following course:

BUSINESS FUNDAMENTALS: CUSTOMER ENGAGEMENT THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL

100%
AVERAGE TEST
SCORE

This course introduced the basic concepts in marketing but did so with the focus on identifying which customers represent the greatest value to an organization and how to assess the role of relationships with them. We examined marketing concepts in a critical manner with a recognition that different approaches work with varying levels of effectiveness in different situations. Topic coverage ranged from well-established concepts to the latest thinking and applications of digital marketing.

STUDY REQUIREMENT

4 weeks, 3 hours per week

LEARNING OUTCOMES

- Discuss and apply the key principles of relationship marketing to your customers
- Improve your own performance in organisations of which you are a member
- Develop your analytical and prioritisation skills
- Assess and appreciate the ethical issues surrounding marketing relationships

SYLLABUS

- How to gain the most relevant insights about customers and their needs
- Designing the most appropriate products for your intended customers
- Prioritising the customers who are most likely to be interested in your products
- Identifying the most profitable applications of relationship marketing
- Understanding the different ways you can get customers to be loyal and when to use them
- Maximising the effectiveness of digital marketing for relationship building