Cambridge Technical IT Summer Work 2022
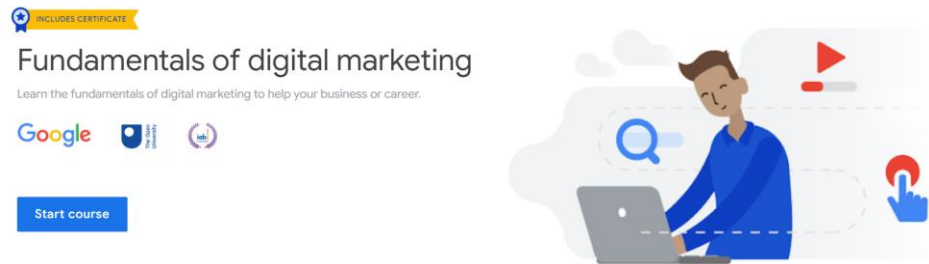
The coursework project you will work on as part of you IT course will be on representing a business online, creating a website.

DOUBLE students – will also be completing a piece of coursework on social media and digital marketing.

As part of your summer work, we would like you to complete part of an online course from Google on the Fundamentals of Digital Marketing.

https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing

You will learn about a range of topics:

- Analytics and Data Insights
- Business Strategy
- Content Marketing
- Display Advertising
- Much more....

Expectations:

SINGLE IT students – spend about 2 hours completing a chunk of the course that most interests you from looking at the modules.

DOUBLE IT students – spend about 4 hours completing a chunk of the course that most interests you from looking at the modules.

OPTIONAL – complete the entire course. You will be able to do this in less time than is recommended and you will get an industry recognised qualification that you can put on your CV and UCAS statement in the future.