



Social Media for Business (Framework)

Level 3

This qualification recognises the rapid growth of Social Media as a business tool and has been developed to support learners wishing to enter this new environment. The two pathways for Marketing and Technical aspects of Social Media will recognise the skills and knowledge required by a learner to be effective in their chosen career.

Overview - What does this qualification cover?

The Level 3 Diploma assesses learners to ensure they understand social media as a competitive business tool and how this tool can be utilised proactively and constructively. The diploma includes units to cover a range of knowledge and skills to fully understand the impact and power of social media and how to utilise this resource.

What could this qualification lead to?

On completion learners will gain the skills and knowledge required to progress to further qualifications in Marketing, Business, IT Professional, Media and PR.

Funding Band: £3,000

Course Units

MANDATORY

- Unit 301 Principles of Social Media within a Business
- Unit 302 Principles of keywords and optimisation
- Unit 303 Social Networking Management for a business
- Unit 304 Using collaborative technologies

OPTIONAL

- Unit 201 Use digital and social media in marketing campaigns
- Unit 202 Imaging software
- Unit 203 Video software
- Unit 204 MTA: Web development fundamentals
- Unit 205 Website software
- Unit 206 Web fundamentals
- Unit 210 Spreadsheet software
- Unit 305 Content Management System website creation
- Unit 306 Creating and optimising content for the Web
- Unit 307 Principles of Mobile Social Media for a business
- Unit 308 Principles of Social Media advertising and promotion
- Unit 309 Understanding Customer Relationship Management for creative business
- Unit 310 Communicating using digital marketing / sales channels
- Unit 311 Website software
- Unit 312 CIW JavaScript specialist
- Unit 313 CIW database design
- Unit 314 CIW Internet business foundations
- Unit 315 CIW Perl fundamentals
- Unit 316 CIW Web foundations associate
- Unit 317 CIW site development foundations
- Unit 318 CIW security essentials
- Unit 319 Web development
- Unit 335* Analyse and report data 6