



Social Media for Business (Framework)

Level 4

Qualification Overview

This qualification is aimed at learners with experience of the Digital Marketing sector and may have completed the Level 3 Diploma in Social Media for Business or Level 3 Diploma in Digital Marketing.

What does the qualification cover?

Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those in traditional marketing and advertising roles. Learners will be expected to work on their own, undertaking projects or aspects of projects for which they will have sole responsibility. The optional groups in the qualification are designed to support the learners' journey and their chosen career within this sector.

Funding Band: £4,000

COURSE UNITS

Mandatory units

- Unit 401 Marketing planning
- Unit 402 Ethics and legalities of digital marketing
- Unit 403 Business concepts
- Unit 404 Project Management
- Unit 405 Digital marketing metrics and analytics
- Unit 406 Personal and professional development

Optional group A

- Unit 336 Gamification
- Unit 407 Content marketing
- Unit 408 Online display advertising
- Unit 409 Marketing on mobile
- Unit 410 Search engine marketing
- Unit 411 Email marketing
- Unit 412 Retention marketing
- Unit 413 Video channel management
- Unit 414 Designing an effective web based user experience

Optional group B

- Unit 301 Principles of social media within a business
- Unit 302 Principles of keywords and optimisation
- Unit 305 Content management system website creation
- Unit 308 Principles of social media advertising and promotion
- Unit 311 Website software
- Unit 334 Delivering e-commerce solutions
- Unit 337 Spreadsheet software
- Unit 338 Using collaborative technologies
- Unit 340 Imaging Software
- Unit 341 Video Software
- Unit 501 Relationship management for account managers