

Level 3 Diploma in Social Media for Business (QCF)

About the course

The level 3 diploma in Social Media for Business is an ideal qualification for those working in ICT or marketing, and those completing a Social Media Apprenticeship. This qualification also supports learners entering this sector for the first time or those looking to up skill and develop their knowledge of Social Media for Business purposes.

They allow candidates to learn, develop and practise the skills required for employment and/or career progression in the Social Media industry. Effective use of social media is now an established marketing tool, and could help businesses thrive. These qualifications will help you understand the impact of social media on business and help you to use a range of techniques and tools in marketing campaigns.

Structure of Course

To achieve the Level 3 Diploma in Social Media for Business, learners must achieve 24 credits from the core mandatory units and a minimum of 18 credits from the optional units available depending on the pathway chosen.

Assessment

Candidates must: successfully complete one assignment/portfolio of evidence for each mandatory unit, successfully complete one assignment/portfolio of evidence for each chosen optional unit

Contact us

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Course Modules

Mandatory Group –

- Unit) Principles of Social Media within a Business
- Unit) Principles of keywords and optimisation
- Unit) Social Networking Management for a business
- Unit) Using collaborative technologies
- Unit) Content Management System website creation

Remaining units can be found on the providing qualification board's website



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