

Level 2 Award in Social Networking for Business (QCF)

About the course

The BTEC Level 2 Award in Social Networking for Business (QCF) is for learners who work in, or want to work in, the social media and digital marketing sector. It gives learners the opportunity to: develop knowledge and skills required for working in social media and digital marketing roles within a business.

Structure of Course

The learner must obtain a minimum number of 9 credits from the available units.

Assessment

The overall grade for the qualification is a 'pass'. The learner must achieve all the required units within the specified qualification structure. To pass a unit the learner must:

- achieve all the specified learning outcomes
- satisfy all the assessment criteria by providing sufficient and valid evidence for each criterion
- Show that the evidence is their own.

The qualifications are designed to be assessed:

- In the workplace or in conditions resembling the workplace, as specified in the assessment requirements/strategy for the sector, or as part of a training programme.

Course Modules

Mandatory Group –

- Unit 1 Principles of Social Networking for Business
- Unit 2 Social Networking for Business

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

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