



Social Media for Business Level 3

Specification: City & Guilds Level 3 Diploma in Social Media for Business

Assessment: Portfolio of Evidence, Practical Demonstration/Assignment, Task-based Controlled Assessment, Written Examination

Programme Outline: These qualifications recognise the rapid growth of the Social Media and Digital Marketing sectors as business tools and has been developed to support learners wishing to enter this evolving environment. The Digital Marketing diploma has been developed in partnership with Agilisys Arch allowing us to engage extensively with industry and employers. The Social Media for Business diploma has two pathways for Marketing and Technical aspects which recognise the skills and knowledge required by a learner to be effective in their chosen career. There are also awards and certificates available. Watch the launch of the Social Media for Business Diploma on You Tube: <http://youtu.be/44V7aZ3p6pk> Work experience is a mandatory element of this course.

Entry Requirements: There are no formal entry requirements for this qualification but to optimise their chances of success, learners will typically have 5 GCSE Level 4 and above, including Maths and English or Diploma in Administration (Business Professional) Level 2 or equivalent. Students will be required to attend an interview prior to the course commencement date. This qualification has been designed for learners age 16-19+. Information on UCAS points can be found at www.education.gov.uk/schools/performance Learners will develop their skills and knowledge of working in a business environment.

What to expect?

These qualifications are aimed at learners entering the Social Media and Digital Marketing sector as well as those already working in these areas who are looking to renew their skills with formal training. Social Media in recent years has proven to be an invaluable tool for Business. Used for promotion, marketing and geo targeting along with a multitude of other business benefits, Social Media is an area that is vastly expanding in business. This cutting edge qualification recognises the rapid growth of Social Media as a business tool and is designed to support learners wishing to enter this new and exciting environment.

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Progression: Can progress into employment across the business sector, some learners may progress onto Higher Education such as a Foundation Degree in Business Studies.

Entry Requirements

- 5 GCSEs Grade 4 or above
- Relevant Level 2 qualifications