

## Purpose statement

The following purpose is for the **Level 3 Diploma in Social Media for Business (600/4967/4)**

Area	Description
OVERVIEW	
<p>What does this qualification cover?</p>	<p>The qualification provides the opportunity to develop skills and understanding to work either in a marketing role, technical development role or as the key person responsible for social media.</p> <p>There are three pathways within this qualification to allow the learner to choose their career route – generic, technical and marketing.</p> <p>The mandatory units for each pathway can be found in the handbook below and contain units such as:</p> <ul style="list-style-type: none"> <li>• Principles of Social Media within a Business</li> <li>• Principles of keywords and optimisation</li> <li>• Social Networking Management for a business</li> <li>• Using collaborative technologies</li> </ul> <p>You may then select from a range of optional units including:</p> <ul style="list-style-type: none"> <li>• Principles of Social Media advertising and promotion</li> <li>• Imaging software</li> <li>• Video software</li> <li>• Web fundamentals</li> <li>• Content Management System website creation</li> <li>• Understanding Customer Relationship Management for creative business</li> <li>• Web development</li> <li>• Analyse and report data</li> </ul> <p>For further information on the structure and the units that must be taken, please refer to the qualification handbook on the website:</p> <p><b><a href="http://www.cityandguilds.com/qualifications-and-apprenticeships/business-skills/business-admin-and-public-services/7513-social-media-and-digital-marketing#tab=documents">http://www.cityandguilds.com/qualifications-and-apprenticeships/business-skills/business-admin-and-public-services/7513-social-media-and-digital-marketing#tab=documents</a></b></p>

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## WHAT COULD THIS QUALIFICATION LEAD TO?

Why choose this qualification over similar qualifications?

This qualification provides basic skills and knowledge for those wishing to start a career using social media in job roles such as:

- Social Media Assistant
- Social Media Consultant
- Social Media Analyst
- Digital Account Assistant
- Digital Marketing Assistant
- Digital Communications Officer
- Community Engagement Officer

Alternatives routes to achieve the same outcome?

You can also take this qualification as part of the Apprenticeship Social Media and Digital Marketing, however, taking this as a stand alone course allows a flexible route for those in employment and looking for a career change.

Apprenticeships can be limited to the employer's environment, whereas this flexible qualification allows providers to deliver skills in a classroom based environment. The qualification is also suitable for learners that are unemployed and learners wishing to progress from Level 2 and may not wish to take an apprenticeship.

How this qualification supports the identified outcome(s)?

This qualification has been created to provide a basic introduction into the social media and digital marketing industry and allows you to select a set of units to support a specific of job role.