

7513-03

**City &  
Guilds**  
Believe you can

# LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS

GENERAL FAQs

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## LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS 7513-03

Framework Qualification	Credit	Fundable	GLH	QAN	number
<p>This qualification recognises the rapid growth of Social Media as a business tool and has been developed to support learners wishing to enter this new environment. The two pathways for Marketing and Technical aspects of Social Media will recognise the skills and knowledge required by a learner to be effective in their chosen career.</p> <p>The Level 3 Diploma assesses learners to ensure they understand social media as a competitive business tool and how this tool can be utilised proactively and constructively. The diploma includes units to cover a range of knowledge and skills to fully understand the impact and power of social media and how to utilise this resource.</p> <p>On completion learners will gain the skills and knowledge required to progress to further qualifications in Marketing, Business, IT Professional, Media, PR.</p> <p>In addition, we also have a number of Higher Level qualifications offered through the Institute of Leadership and Management (ILM).</p>					
<b>What are the pathways?</b>	The qualification consists of three pathways; Technical, Marketing and Generic. The choice of pathways is designed to cater to those seeking careers in the specific aspects of social media or who will have a more overall responsibility				
<b>How is it assessed?</b>	As a Competence and Knowledge based qualification this will be assessed in a variety of ways, including City & Guilds assignments, portfolio and workplace assessment. The assignments have passwords these can be obtained from the Walled Garden Catalogue				
<b>What support materials are there?</b>	These include; a qualification handbook, assessment pack and e-portfolio Learning Assistant on request.				
<b>Can you explain the credits and GLH?</b>	The minimum GLH is 257 and the maximum GLH can come from any pathway and any combination of units. In some combinations the minimum amount of credits possible is over 42 hence the maximum GLH of 420				
<b>What are the delivery requirements?</b>	Centres and candidates must be able to access Social Media or provide an internal equivalent of Social Media, for example Virtual Learning Environment (VLE), Grouply, Ning. Centres must be able to meet the requirements of the unit and assessment when using internal or external Social Media.				
<b>Is it eligible for funding?</b>	<p>For up-to-date details please contact your regional funding agency or visit:</p> <ul style="list-style-type: none"> <li>Skills Funding Agency: <a href="http://skillsfundingagency.bis.gov.uk">http://skillsfundingagency.bis.gov.uk</a></li> <li>Education Funding Agency <a href="http://www.education.gov.uk">http://www.education.gov.uk</a></li> </ul>				
<b>What about an apprenticeship?</b>	City & Guilds are currently completing an apprenticeship framework for this new qualification with the support of CFA.				
<b>Will an overall grade be issued for the full qualification?</b>	No this is Pass or Fail only				
<b>Can we offer single units?</b>	Yes, a unit route has been set up for this. <b>7513-93</b>				
<b>Offering CIW units?</b>	<p>For details on how to become a CIW Academy, please visit</p> <ul style="list-style-type: none"> <li><a href="http://ciwcertified.com/Training_Delivery/training_options_education.php">http://ciwcertified.com/Training_Delivery/training_options_education.php</a></li> </ul>				
<b>Offering Microsoft units?</b>	<p>For details on becoming a Microsoft IT Academy, please visit</p> <ul style="list-style-type: none"> <li><a href="http://www.microsoft.com/uk/education/schools/curriculum-resources/IT-academy/the-programme.aspx">http://www.microsoft.com/uk/education/schools/curriculum-resources/IT-academy/the-programme.aspx</a></li> </ul>				



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