BUSINESS SKILLS

LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS

QUALIFICATION FACTSHEET
Framework Qualification | Credit | Fundable | GLH | QAN | City & Guilds number
---|---|---|---|---|---
Level 3 Diploma in Social Media for Business | 42 | Yes | 257 | 600/4967/4 | 7513-03

### Qualification aim
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.

### Qualification levels and definition
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.

### Progression routes
On completion learners will gain the skills and knowledge required to progress to further qualifications in Marketing, Business, IT Professional, Media, PR.

In addition, we also have a number of Higher Level qualifications offered through the Institute of Leadership and Management (ILM). [www.i-l-m.com](http://www.i-l-m.com)

### Key features
#### Structure
The qualification consists of three pathways; Technical, Marketing and Generic.

#### Assessment
As a Competence and Knowledge based qualification this will be assessed in a variety of ways, including City & Guilds assignments and workplace assessment.

#### Support
Learners, tutors and assessors benefit from an extensive pool of support services. These include: a qualification handbook, assessment pack and e-portfolio Learning Assistant on request.

### Key benefits
The choice of pathways is designed to cater to those seeking careers in the various aspects of social media providing in-depth knowledge and understanding of the use of Social Media in a business context.

Assessment for the Diploma in Social Media for Business can be obtained in the most appropriate way to meet centre, learner or employer needs. Evidence can be gathered from within learner's workplace or through classroom activities.

Learning Assistant helps save time and money by increasing learner completion rates by up to 40% over paper delivery. Personal support is available from the largest team of subject specific Quality Consultants, our Customer Relations Team and dedicated Business Managers.

### Reasons to choose City & Guilds
#### Widest range and choice of qualifications
We are the market-leading awarding organisation for qualifications in the Business and IT sector. Learners can progress to and from the variety of qualifications in these suites allowing Social Media for Business to work across all sectors.

#### Industry expertise
Using industry specialists, the qualification is designed to be recognised by employers and the industry as a key to preparing learners to work in the social media arena to support businesses.

#### Recognised by employers
We work with key training providers and employers to ensure our qualifications are developed by experts working in the Social Media market as well being backed by the Sector Skills Councils – Council for Administration (CfA) and eSkills UK.

For more information call +44 (0) 844 543 0000
email: centresupport@cityandguilds.com or visit [www.cityandguilds.com](http://www.cityandguilds.com)