LEVEL 3 QUALIFICATIONS IN SOCIAL MEDIA FOR BUSINESS

GENERAL FAQs
LEVEL 3 QUALIFICATIONS IN SOCIAL MEDIA FOR BUSINESS 7513

**Framework Qualification** | **Credit** | **Fundable** | **GLH** | **QAN** | **City & Guilds number**
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Level 3 Awards in Social Media for Business | 5-12 | Yes | 28-66 | Varies | 7513-01
Level 3 Certificates in Social Media for Business | 16-26 | Yes | 34-152 | Varies | 7513-02
Level 3 Diploma in Social Media for Business | 42 | Yes | 257-420 | 600/4967/4 | 7513-03

**ACCREDITATION DATES**

|  | End registration date | End certification date |
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|  | 31/12/2014 | 31/12/2017 |

| Qualification aim | Qualification levels and definition | Progression routes |
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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. | 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. | 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 |

**Questions**

| What are the pathways in the Diploma? | 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 |
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How is it assessed? | 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 |
What support materials are there? | These include; a qualification handbook, assessment pack and e-portfolio Learning Assistant on request. Smart Screen content due Sept 2013. |
Can you explain the credits and GLH in the Diploma? | 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. |
Is this part of an apprenticeship? | Yes, the Diploma in Social Media for Business is the core qualification in the Social Media and Digital Marketing Apprenticeship framework. |
What are the delivery requirements? | Centres and candidates must be able to accesses Social Media or provide an internal equivalent of Social Media, for example Virtual Learning Environment (VLE), Groupbuy, Ning. Centres must be able to meet the requirements of the unit and assessment when using internal or external Social Media. |
Is it eligible for funding? | For up-to-date details please contact your regional funding agency or visit: |
| | • Skills Funding Agency: http://skillsfundingagency.bis.gov.uk |
| | • Education Funding Agency http://www.education.gov.uk |
Are there single subject awards? | Yes the awards are made up of single units from Social Media for Business. |
Will an overall grade be issued for the full qualification? | No this is Pass or Fail only |
Can we offer single units? | Yes, a unit route has been set up for this. 7513-93 |

For more information call +44 (0) 844 543 0000
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