

7513

City & Guilds
Believe you can



**LEVEL 3
QUALIFICATIONS IN
SOCIAL MEDIA FOR
BUSINESS**

GENERAL FAQs



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LEVEL 3 QUALIFICATIONS IN SOCIAL MEDIA FOR BUSINESS 7513

Framework Qualification	Credit	Fundable	GLH	QAN	City & Guilds number
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
	31/12/2014	31/12/2017

Qualification aim	Qualification levels and definition	Progression routes
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	Answers
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
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 access Social Media or provide an internal equivalent of Social Media, for example Virtual Learning Environment (VLE), Groupy, 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: <ul style="list-style-type: none"> 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

email: centresupport@cityandguilds.com or visit www.cityandguilds.com

