

7513

**City &
Guilds**
Believe you can

BUSINESS SKILLS

LEVEL 3 AWARDS IN SOCIAL MEDIA FOR BUSINESS

QUALIFICATION FACTSHEET

BUSINESS SKILLS

LEVEL 3 AWARDS IN SOCIAL MEDIA FOR BUSINESS 7513-01

Framework Qualification	Credit	Fundable	GLH	QAN	City & Guilds number
Level 3 Award in Principles of Social Media Advertising and Promotion	6	Yes	34	TBC	7513-01
Level 3 Award in Principles of Mobile Social Media for a Business	5	Yes	28	TBC	7513-01
Level 3 Award in Principles of Social Media within a Business	6	Yes	42	TBC	7513-01
Level 3 Award in Principles of Keywords and Optimisation	5	Yes	30	TBC	7513-01
Level 3 Award in Social Networking Management for Business	7	Yes	38	TBC	7513-01
Level 3 Award in Principles of Website Creation and Optimisation	12	Yes	66	TBC	7513-01

Qualification aim	Qualification levels and definition	Progression routes
These qualifications recognise the rapid growth of Social Media as a business tool and have been developed to support learners wishing to enter this new environment. There are three pathways to support specialist areas of study, Marketing, Technical and a generic one, these cover aspects of Social Media which recognise the skills and knowledge required by a learner to be effective in their chosen career.	The Level 3 Awards assess learners to ensure they understand Social Media as a competitive business tool and how this tool can be utilised proactively and effectively. The Awards include 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 or 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

	Key features	Key benefits
Structure	The qualifications consists of three pathways; Technical, Marketing and a Generic pathway for those still exploring where their skills and interests lie within Social Media.	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 to make use of Social Media in a business context.
Assessment	As a competence and knowledge based qualifications this will be assessed in a variety of ways, including City & Guilds assignments and workplace assessment.	Assessment for the Awards 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.
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.	Learning Assistant helps save time and money by increasing learner completion rates by up to 40% over paper delivery. Personal support is available from a 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

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