BUSINESS SKILLS

LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS

QUALIFICATION FACTSHEET
LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS 7513-03

<table>
<thead>
<tr>
<th>Framework Qualification</th>
<th>Credit</th>
<th>Fundable</th>
<th>GLH</th>
<th>QAN</th>
<th>City &amp; Guilds number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 3 Diploma in Social Media for Business</td>
<td>42</td>
<td>Yes</td>
<td>257</td>
<td>600/4967/4</td>
<td>7513-03</td>
</tr>
</tbody>
</table>

**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

---

**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.

**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