The following purpose is for the **Level 3 Diploma in Social Media for Business (600/4967/4)**

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
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<tbody>
<tr>
<td>OVERVIEW</td>
<td>The qualification provides the opportunity to develop skills and understanding to work either in a marketing role, technical development role or as the key person responsible for social media.</td>
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There are three pathways within this qualification to allow the learner to choose their career route – generic, technical and marketing.

The mandatory units for each pathway can be found in the handbook below and contain units such as:
- Principles of Social Media within a Business
- Principles of keywords and optimisation
- Social Networking Management for a business
- Using collaborative technologies

You may then select from a range of optional units including:
- Principles of Social Media advertising and promotion
- Imaging software
- Video software
- Web fundamentals
- Content Management System website creation
- Understanding Customer Relationship Management for creative business
- Web development
- Analyse and report data

For further information on the structure and the units that must be taken, please refer to the qualification handbook on the website:  
<table>
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<tr>
<th>WHAT COULD THIS QUALIFICATION LEAD TO?</th>
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| Why choose this qualification over similar qualifications? | This qualification provides basic skills and knowledge for those wishing to start a career using social media in job roles such as:  
  - Social Media Assistant  
  - Social Media Consultant  
  - Social Media Analyst  
  - Digital Account Assistant  
  - Digital Marketing Assistant  
  - Digital Communications Officer  
  - Community Engagement Officer |
| Alternatives routes to achieve the same outcome? | You can also take this qualification as part of the Apprenticeship Social Media and Digital Marketing, however, taking this as a stand alone course allows a flexible route for those in employment and looking for a career change.  
Apprenticeships can be limited to the employer's environment, whereas this flexible qualification allows providers to deliver skills in a classroom based environment.  
The qualification is also suitable for learners that are unemployed and learners wishing to progress from Level 2 and may not wish to take an apprenticeship. |
| How this qualification supports the identified outcome(s)? | This qualification has been created to provide a basic introduction into the social media and digital marketing industry and allows you to select a set of units to support a specific of job role. |