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City & Guilds

600/7236/2 City & Guilds Level 3 Certificate in Social Media Marketing with a Business

OVERVIEW

What does this qualification cover?

The qualification provides you with the opportunity to develop specific aspects of using social media for a business including gain knowledge on the principles of its use in a business context and how to manage communication and resulting networking aspects that is liable to lead to further learning either in further areas of social media use in business or the broader activities of digital marketing.

You must undertake all units in this qualification:

- Principles of Social Media within a Business
- Social Networking Management for a Business
- Communicating using digital marketing/sales channels

Who could take this qualification?

The Level 3 Certificate in Social Media Marketing within a Business is designed for those looking to develop their skills and knowledge to ensure they understand the effective use of social media for communication and networking. While you will gain knowledge on the use of social media in a business 60% of the qualification is vocational and will allow you to learn and demonstrate practical application of your skills and knowledge.

The qualification is suitable for a wide age range starting at 16.

What could this qualification lead to?

Will the qualification lead to employment?

This qualification is suitable for you if you need to understand how Social Media may be used to help a business in roles, such as;

- Social Media Marketing Assistant
- Email Campaign Assistant
- Online Marketing Coordinator
- Manager with marketing responsibility in an Small to Medium business
- Marketing Manager (new to Social Media)
- Community Engagement Officer

Will the qualification support progression to further learning?

The City & Guilds Level 3 Certificate in Social Media Marketing within a Business provides skills and knowledge that would enable you to develop your learning further and progress on to programmes such as;

- Level 3 Certificate in Principles of Social Media Advertising and Promotion
- Level 3 Certificate in Principles of Website Creation and Optimisation
- Level 3 Certificate in Mobile Social Media for a Business
- Level 3 Certificate in the Principles of Social Media for a Business
- Level 3 Diploma In Social Media for Business
- Level 3 Diploma in Digital Marketing
- Level 4 Diploma in Digital Marketing
- Advanced Apprenticeship in Social Media and Digital Marketing
- Higher Apprenticeship in Social Media and Digital Marketing

Using this size of qualification

This qualification has been created to specifically develop your skills and knowledge to develop competency in how businesses can create networks and communicate across a range of channels through social media. Other qualifications may be taken to gain competency in other aspects of the use of social media, such as advertising and promotion, website creation or digital marketing that will build on the skills and knowledge gained from achieving the City & Guilds Level 3 Certificate in Social Media Marketing within a Business.

Who supports this qualification?

Training Providers

Paul McKilliop
The Isle of Wight College
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