

16 February 2015

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## City & Guilds

### **600/7375/5 City & Guilds Level 3 Certificate in Mobile Social Media for a Business**

## OVERVIEW

### What does this qualification cover?

The qualification provides learners the opportunity to develop specific aspects of using social media for communicating over mobile technology that is liable to lead to further learning either in this area or across a wider social media curriculum. Once you have understood the principles of social media in a business context you will then do around 60% of the programme as vocational, which will expect you to practically demonstrate your knowledge and skills.

The learner must undertake the mandatory units in this qualification:

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

### Who could take this qualification?

The Level 3 Certificate in the Principles of Mobile Social Media for a Business is designed for those looking to develop their knowledge of the principles behind the use of social media using a variety of mobile channels, which can be enhanced by developing the skills and knowledge in key areas that will enable them to make use of mobile technology and manage to effectively communicate with clients or potential clients for a business.

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 those who are responsible for helping develop mobile social media activity for networking and business communication, such as;

- Social Media Marketing Assistant
- Mobile Marketing Assistant

### Will the qualification support progression to further learning?

The Level 3 Certificate in Mobile Social Media for a Business provides skills and knowledge that would enable the learner to develop their learning further and progress on to programmes such as;

- Level 3 Certificate in Principles of Social Media Advertising and Promotion
- Level 3 Certificate in Social Media Marketing Within a Business
- Level 3 Certificate in Principles of Website Creation and Optimisation
- 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 provide specific skills and knowledge to develop understanding and use of the social media for business, which can lead to developing further skills in other specific aspects or wide range social media or lead to a full digital marketing qualification..

### Who supports this qualification?

#### **Training Providers**

Paul McKilliop

**The Isle of Wight College**

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