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City & Guilds

600/7376/7 City & Guilds Level 3 Certificate in the Principles of 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 that is liable to lead to further learning either in this area or across a wider social media curriculum. The qualification covers the principles behind the use of social media for a business, which can be enhanced by developing the skills and knowledge in a variety of key areas that will enable them to make use of mobile technology, website technology or other social media to effectively communicate with clients or potential clients, advertise or promote their business.

The learner must undertake the mandatory unit in this qualification:

- Principles of Social Media within a Business

They may then take a number of listed optional units to gain sufficient credit to achieve the qualification and in subjects relevant to their requirements;

- Principles of Keywords and Optimisation
- Social Networking Management for a Business
- Using Collaborative Technologies
- Content Management System Website Creation
- Imaging Software
- Video Software
- Website Software
- Web Fundamentals
- Web development
- Use digital and social media in marketing campaigns
- Creating and Optimising Content for the Web
- Principles of Mobile Social Media for a Business
- Principles of Social Media Advertising and Promotion
- Communicating using digital marketing/sales channels
- Website Software

Who could take this qualification?

The Level 3 Certificate in the Principles of Social Media for a Business is designed for those looking to develop their skills and knowledge to go onto further learning or training and to support learner's future ability and effectiveness within this industry.

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 the use of social media within a business, and could lead to roles such as;

- Marketing Assistant new to social media
- Manager with marketing responsibility in an SME
- Marketing Manager (new to Social Media)
- Community Engagement Officer

Will the qualification support progression to further learning?

The Level 3 Certificate in the Principles of Social Media for a Business provides skills and knowledge that would enable a 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 Mobile 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 one specific aspect of competency within the social media and digital marketing sector. The certificate size qualification supports learners who may wish to use this qualification as additional learning to programme of study or as a step towards a full diploma.

Who supports this qualification?

Training Providers

Paul McKilliop
The Isle of Wight College
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Chris Owen **Pera Training**
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Elizabeth Vidis **Agilisys**
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