

Purpose Statement

601/0465/X ProQual Level 3 Diploma in Social Media for Business

Overview

The global growth of Social Media has changed the way in which we communicate, not only as individuals but also as governments, media outlets and businesses in general. This qualification recognises the rapid growth of social media as a “business” tool and supports learners wishing to take advantage of what this new environment offers.

This qualification has 3 pathways: Marketing, Technical and Generic, designed to cater to those seeking careers in the use of social media as a means of developing and enhancing business opportunities, improving services provided to clients, or maximising the opportunities to communicate, learn and inform.

The breadth of the qualification allows you to tailor your journey to achievement, by building on the basics, whilst adapting your development to best reflect the knowledge and skills you want to highlight in a chosen career path and to potential employers.

This qualification is also part of the Advanced Apprenticeship in Social Media and Digital Marketing but if this is not the way for you to progress your career, it is also offered as a standalone qualification.

Learning Outcomes

To achieve the qualification you will complete several Mandatory and Optional Units covering topics such as:

Principles of social media within a business	Website software
Principles of keywords and optimisation	CIW Internet business foundations
Social networking management for a business	CIW Site development foundations
Creating and optimising content for the web	CIW Perl fundamentals
Use digital and social media in marketing campaigns	CIW database design
Communicating using digital marketing/sales channels	CIW security essentials
Creating and optimising content for the web	CIW Web Foundations Associate
Use digital and social media in marketing campaigns	CIW JavaScript specialist
Principles of social media advertising and promotion	Web development
Principles of mobile social media for a business	Web fundamentals
Imaging software	Content management system website creation
Video software	Understanding customer relationship management for creative business
Using collaborative technologies	

The combination of units that you complete will depend on the pathway chosen. You will work with an assessor to complete a portfolio of evidence that confirms you have met the requirements of the qualification.

There are no entry requirements or specific skills needed to undertake this qualification.

Further information

If you would like any further information please contact ProQual:

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Email: enquiries@proqualab.com

Web: www.proqualab.com