

## 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:

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|--|--|
| 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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