



## **Qualification Specification**

### **Level 3 Diploma in Social Media Marketing**

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## Introduction

The **Level 3 Diploma in Social Media Marketing** is appropriate for candidates involved in the planning, implementation or measurement of social media, inbound marketing, or content marketing strategies.

Candidates will develop knowledge and skills in the latest methods, techniques and tools for improving their business or organisation's social media marketing, content marketing and inbound marketing.

The aim of this qualification is to equip candidates with skills and knowledge to enable them to create and execute a social media marketing strategy that contributes to business goals.

There are no formal entry requirements for this qualification.

Centres should carry out an **initial assessment** of candidate skills and knowledge to identify any gaps and help plan the assessment.

**Recognition of Prior Learning (RPL)** could be used to meet evidence requirements if the evidence is current and valid (less than two years old).

The awarding organisation for this qualification is ProQual Awarding Body and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual).

The specification for these qualifications has been approved by the Welsh Government for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

## Qualification Profile

Qualification title	<b>ProQual Level 3 Diploma in Social Media Marketing</b>
Ofqual qualification number	601/6822/5
Level	3
Total Qualification Time	60 hours
Assessment	Pass or fail Internally assessed and verified by centre staff External quality assurance by ProQual verifiers
Qualification start date	1/8/15
Qualification end date	

## Qualification Structure

Candidates must complete one unit A/507/5184 Social Media Marketing. **Learning outcomes** and **assessment criteria** for this unit are listed below:

### Learning Outcomes

The learner will:

1. Know how social media platforms can be used for marketing and promotion
2. Understand how social media platforms are used for marketing in their geographic location
3. Be able to create content for social media marketing
4. Know how to measure the effectiveness of social media marketing
5. Know how to develop and implement a social media marketing strategy

### Assessment Criteria

The learner can:

1. Identify how social media marketing can benefit their organisation's business goals
2. Create a social media business account/profile
3. Create a channel plan for social media marketing activities
4. Create a content calendar for the development of social media marketing activities
5. Create content for social media marketing
6. Identify how to optimise social media listening, monitoring and measuring tools
7. Develop a social media marketing strategy
8. Identify how a social media marketing strategy will be implemented

## Centre Requirements

Centres must be approved to offer this qualification. If your centre is not approved please complete and submit form **ProQual Additional Qualification Approval Application**.

### Staff

Staff delivering this qualification must be appropriately qualified and occupationally competent.

### Assessors/Internal Quality Assurance

Centres must be able to provide at least one assessor and one internal quality assurance verifier who are suitably qualified for the specific occupational area. Assessors and internal quality assurance verifiers will normally need to hold appropriate assessor or verifier qualifications, such as:

- ProQual Level 3 Certificate in Teaching, Training and Assessment
- Award in Assessing Competence in the Work Environment
- Award in Assessing Vocationally Related Achievement
- Certificate in Assessing Vocational Achievement
- Award in the Internal Quality Assurance of Assessment Processes and Practices
- Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practices

## Support for Candidates

Materials produced by centres to support candidates should:

- enable them to track their achievements as they progress through the learning outcomes and assessment criteria;
- provide information on where ProQual's policies and procedures can be viewed;
- provide a means of enabling Internal and External Quality Assurance staff to authenticate evidence

## Assessment

Candidates must demonstrate the level of knowledge or competence described in the qualification. Assessment is the process of measuring a candidate's skills, knowledge and understanding against the standards set in the qualification.

Assessment guidance is included to assure consistency.

Each candidate is required to produce evidence which demonstrates their achievement of all of the learning outcomes and assessment criteria for the qualification.

Evidence can include:

- assignments/projects/reports
- worksheets
- portfolio of evidence
- record of oral and/or written questioning
- candidate test papers

**Learning outcomes** set out what a candidate is expected to know, understand or be able to do.

**Assessment criteria** specify the standard a candidate must meet to show the learning outcome has been achieved.

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

### To achieve the Level 3 Diploma in Social Media Marketing candidates will:

- a) identify two social media platforms that are most relevant for marketing in line with their organisational guidelines;
- b) produce evidence for each identified social media platform that meets all of the assessment criteria through the completion of a Centre define assignment

## **Internal Quality Assurance**

An internal quality assurance verifier confirms that assessment decisions made in centres are made by competent and qualified assessors, that they are the result of sound and fair assessment practice and that they are recorded accurately and appropriately.

## **Adjustments to Assessment**

Adjustments to standard assessment arrangements are made on the individual needs of candidates. ProQual's Reasonable Adjustments Policy and Special Consideration Policy sets out the steps to follow when implementing reasonable adjustments and special considerations and the service that ProQual provides for some of these arrangements.

Centres should contact ProQual for further information or queries about the contents of the policy.

## **Results Enquiries and Appeals**

All enquiries relating to assessment or other decisions should be dealt with by centres, with reference to ProQual's Enquiries and Appeals Procedures.

## **Certification**

Candidates who achieve the required credits for qualifications will be awarded a certificate giving the full qualification title -

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#### **Claiming certificates**

Centres may claim certificates for candidates who have been registered with ProQual and who have successfully achieved the required number of credits for a qualification. All certificates will be issued to the centre for successful candidates.

#### **Replacement certificates**

If a replacement certificate is required a request must be made to ProQual in writing. Replacement certificates are labelled as such and are only provided when the claim has been authenticated. Refer to the Fee Schedule for details of charges for replacement certificates.



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