

NVQ

LEVEL 3

# Social Media for Business



Social Media for Business is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, social media campaigning, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising. There are clear pathways and optional groups in each qualification to support the learners journey into this sector.

## Who is this suitable for?

These qualifications can lead to a wealth of careers opportunities such as:

- » Web Developer
- » Social Media Managers
- » Digital Marketing Analysers
- » Email Marketeers

## Course Contents

- » Principles of Social Media for Business
- » Principles of Keywords and Optimisation
- » Social Networking Management for a Business
- » Using Collaborative Technologies
- » Content Management System Website Creation
- » Creating and Optimising Content for the Web
- » Principles of Social Media Advertising and Promotion
- » Communicating Using Digital Marketing / Sales Channels.

Awarding Body



## Assessment

The Level 3 assess learners to ensure they understand social media and digital marketing as a competitive business tool and how these tools and skills can be utilised proactively and constructively. It includes units to cover a range of knowledge and skills to fully understand the impact and power of social media and digital marketing in this current age.

### Learner must:

- » successfully complete one assignment/portfolio of evidence for each mandatory unit
- » successfully complete one assignment/portfolio of evidence for each chosen optional unit

The qualification can be delivered in either the classroom, workplace or remotely.

## Duration



This course can be completed within 5 months and contains assessment carried out in the workplace.

## Funding

Geason Training is able to access government funding for this course including the European Social Funding (ESF) and Adult Education Budget (AEB) funding. Geason Training have a dedicated team who will assist you to ensure you receive the maximum grants available..

## Flexible Delivery and Dedicated Support

Once the learners are enrolled on the programme, they will be assigned a Skills Trainer. Our NVQ qualifications are delivered using various proven methods:

- » Coaching and mentoring
- » Workplace observations and practical tuition
- » Assessment Delivery
- » Remote Learning Sessions
- » Self-Study Modules and Activities



## Units

### Mandatory

- Unit 301 - Principles of Social Media for Business
- Unit 302 - Principles of Keywords and Optimisation
- Unit 303 - Social Networking Management for a Business
- Unit 304 - Using Collaborative Technologies

### Optional (two chosen)

- Unit 305 - Content Management System Website Creation
- Unit 306 - Creating and Optimising Content for the Web
- Unit 308 - Principles of Social Media Advertising and Promotion
- Unit 310 - Communicating Using Digital Marketing / Sales Channels



## Contact

If you would like any more information about the qualification, please contact us

by phone: 0330 088 9671 or via email: [enquiries@geason.co.uk](mailto:enquiries@geason.co.uk) or visit: [www.geasontraining.co.uk](http://www.geasontraining.co.uk).

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