



LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS

ASSESSMENT FAQs

LEVEL 3 DIPLOMA IN SOCIAL MEDIA FOR BUSINESS 7513-03

Framework Qualification	Credit	Fundable	GLH	QAN	City & Guilds number
Level 3 Diploma in Social Media for Business	42	Yes	257-420	600/4967/4	7513-03

ACCREDITATION DATES	End registration date	End certification date
	31/12/2014	31/12/2017

Questions	Answers
What are the pathways?	The qualification consists of three pathways; Technical, Marketing and Generic. The choice of pathways is designed to cater to those seeking careers in the specific aspects of social media or who will have responsibility for social media in their business.
Is approval required to run Social Media?	In order to deliver the Level 3 Diploma in Social Media for Business (7513), centres need to seek approval. Please visit www.cityandguilds.com for the approval process. If you are already a City & Guilds approved centre, then you only need qualification approval via your City & Guilds regional sales office.
What is the assessment material available for Social Media?	The assessment material available for the Level 3 Diploma in Social Media for Business (7513) is the Assessment Pack, Answer Pack and Assessor Observation Sheet(s).
How can the assessment material be accessed?	The assessment material is downloadable via the Level 3 Diploma in Social Media for Business (7513) webpage http://www.cityandguilds.com/73975.html?search_term=7513
Where can centres find the password to open the assessment material?	The password is available to approved centres via the Walled Garden.
How are the units assessed?	The units are assessed via City & Guilds set and internally marked assignments or via a Portfolio of evidence. Vendor tests are available from CIW and Microsoft.
When assessed via assignment, can alternative scenario(s) be used?	Alternative scenarios can be used, however prior approval from an Qualification Consultant and Assessor is required.
Are all Social Media assignments included in the Assessment Pack?	The majority of Social Media assignments are included in the Assessment Pack. Please note that for some IT specific units the assignments are available through the Level 3 Diploma in Social Media for Business (7513) page http://www.cityandguilds.com/73975.html?search_term=7513 Please refer to page seven of the Assessment Pack, under section 'Availability of assignments' for details. If
What is the procedure when a candidate has failed an assignment?	a candidate has failed only one task, that task needs to be re-taken again, but not the entire assignment. If a candidate has failed more than one task within the same assignment, the whole assignment will need to be re-taken. All tasks need to be successfully passed in order to achieve a Pass in the assignment overall.
Can the Answer Pack or marking criteria be shared with candidates?	The Answer Pack contains sample answers; therefore must not be shared with candidates. The marking and grading criteria contains the answers for practical tasks and must not be shared with candidates. However, candidates should be aware of what they are to be assessed on and what is required of them in order to pass.
Can tasks within the same assignment be taken in different sessions	Due to the length of some assignments, tasks can be taken in different sessions, as long as all material is returned to the assessor. Not all of the assignment should be shown to the candidate, only the specific task they are being assessed on in that session. There is often a logical order for tasks to be completed, please refer in each assignment to the section 'Information for marking assessors' for further details.
Will an overall grade be issued for the full qualification?	This qualification is Pass/Fail only.
Offering CIW units?	For details on how to become a CIW Academy, please visit http://ciwcertified.com/Training_Delivery/training_options_education.php
Offering Microsoft units?	For details on becoming a Microsoft IT Academy, please visit http://www.microsoft.com/uk/education/schools/curriculum-resources/IT-academy/the-programme.aspx

For more information call +44 (0) 844 543 0000

email: centresupport@cityandguilds.com or visit www.cityandguilds.com

