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City & Guilds

600/7156/4 Level 3 Certificate in Principles of Social Media Advertising and Promotion

OVERVIEW

What does this qualification cover?

The qualification provides you with the opportunity to develop an understanding of how to use social media as part of an advertising or promotion campaign across a range of communication channels. You will also learn how to manage the aspects of using social media within a business for these activities, this is liable to lead to further learning either in further areas of social media use in business or the broader activities of digital marketing.

You must take all units in this qualification:

- Social Networking Management for Business
- Principles of Social Media Advertising and Promotion
- Communicating Using Digital Marketing Channels

Who could take this qualification?

The Level 3 Certificate in Principles of Social Media Advertising and Promotion is designed for those looking to develop their skills and knowledge in the use of a variety of social media tools for advertising and promotion. Over 60% of this qualification is vocational and will expect you to practically demonstrate knowledge and skills learnt.

The qualification is suitable for a wide age range starting at 16.



What could this qualification lead to?

Will the qualification lead to employment?

This qualification is suitable for you if you wish to work in roles such as

- Advertising Assistant/Co-ordinator
- Manager with marketing responsibility for Advertising and Promotion
- Promotion Planner/Assistant
- Exhibition Assistant/Co-ordinator

Will the qualification support progression to further learning?

The Level 3 Certificate in Principles of Social Media Advertising and Promotion provides the opportunity to progress to:

- Level 3 Certificate in Principles of Website Creation and Optimisation
- Level 3 Certificate in Social Media Marketing Within a Business
- Level 3 Certificate in Mobile Social Media for a Business
- Level 3 Certificate in the Principles of Social Media for a Business
- Level 3 Diploma In Social Media for Business
- Level 3 Diploma in Digital Marketing
- Level 4 Diploma in Digital Marketing
- Advanced Apprenticeship in Social Media and Digital Marketing
- Higher Apprenticeship in Social Media and Digital Marketing

Using this size of qualification

This qualification has been created to provide skills and knowledge to develop one specific aspect of competency within the social media and digital marketing sector where you will be involved in assisting or delivering aspects of advertising and promotion of a business or product.

Who supports this qualification?

Training Providers

Paul McKilliop
The Isle of Wight College
Paul.mckillop@iecollege

Chris Owen
Pera Training
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Elizabeth Vidis
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