



Advanced Level Apprenticeship in Social Media and Digital Marketing - B101

This apprenticeship is designed for applicants who are in paid employment in a marketing capacity, to achieve the theory and practical elements of the qualifications which recognise the skills they gain in the workplace.

COURSE DETAILS

This apprenticeship will help to develop skills to allow apprentices to understand what social media is, how to utilise it in a business environment and incorporate it into their job role. Job roles may include Social Media Assistant, Social Media Consultant and Social Media Analyst; with responsibilities such as managing and monitoring online communities, working with businesses to promote, utilise and increase presence through social media, copy writing and media placement, development of social media strategy and seeking out new and relevant content, formulating the content calendar and identify key bloggers and influencers.

Qualifications gained:

- Level 3 Diploma in Social Media for Business - Unit may include: principles of social media, principles of keywords and optimization, social networking management, using collaborative technologies, using digital and social media in marketing, creating and optimizing content for the web, web fundamentals, principles of social media advertising and promotion
- Functional Skill in Mathematics at Level 2
- Functional Skill in English at Level 2
- Functional Skill in ICT at Level 2
- Employment Rights and Responsibilities (ERR)
- Personal Learning and Thinking Skills (PLTS)

ENTRY GUIDELINES

Apprentices must be in paid employment of at least 30 hours a week. Candidates who already have a qualification at Level 4 or higher are not eligible. Applicants will have some knowledge of website construction and an awareness of CSS, HTML, XML and netiquette. A minimum Grade D in English and Maths and C in ICT is necessary for this Level 3 apprenticeship.

If English is not your first language, you may need an assessment before enrolling on this course. To discuss further, please contact the ESOL department on 0151 551 7144.

ADDITIONAL INFORMATION

For further information and current vacancies visit www.apprenticeships.org.uk

WHEN DOES THIS COURSE RUN?

CAMPUS	STARTS	ATTENDANCE	COURSE CODE	PLANNED TIME TABLE
	01st Sep 2019	Flexible	B101L001	

Please contact Employer Services team on [0151 551 7610](tel:01515517610).

For advice and guidance, please contact Student Services on 0151 551 7777 or call into our Conway Park Campus. Open Monday, Tuesday, Thursday, Friday 11 to 4pm and Wednesdays 4 to 6.30pm (term time only).

This information was current on 24th June, 2019 and may be subject to change.