



Level 4 Award in Digital Marketing - Social Media Marketing (Online Delivery) (Part-Time)

This course covers social media marketing for those working in, or interested in a career in Digital Marketing.

Social media for organisations is now more effective than ever, if you're looking to improve your social media skills and knowledge from planning to understanding the analytics of measuring your campaigns then this course could be for you.

Course content includes:

1. Understand the value of social media to organisations.
2. Understand the social media channels available to organisations.
3. Understand how organisations can engage with users through social media channels.
4. Know how social media campaigns can be planned and executed.
5. Understand the metrics and tools that can be used to measure the effectiveness of social media activities.

Entry Requirements

None

Please note, the learner will need access to a computer with an internet connection to access this online course and to communicate with the course trainer.

Career Prospects

Individuals can apply for the Certificate or Diploma in Digital Marketing at Level 4 when enough credits have been achieved. Credits are achieved by completing units which are then classed as Awards

Individuals can apply for the Certificate or Diploma in Digital Marketing at Level 4 when enough credits have been achieved. The Diploma comprises of individuals achieving 40 credits (8 units) at Level 4. The Certificate comprises of 25 credits (5 units) at Level 4.



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Business Development



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Assessment

Written report

STUDY MODE

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LOCATION

Neath College - 03308 188 100

COURSE LENGTH

1D

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