



Coleg Gŵyr Abertawe
Gower College Swansea

Social Media and Digital Marketing

Apprenticeships / Qualifications

Levels 3 and 4

About these Apprenticeship/Qualification

These apprenticeships/qualifications allow candidates to learn, develop and practice the skills required for employment and/or career progression in a wide range of roles involving digital communication and online marketing. Effective use of Social Media is now an established marketing tool, and helps businesses successfully develop their profile and increase consumer engagement. These apprenticeships/qualifications will help the learner understand the impact of social media on business and upskill them in using techniques and tools including collaborative technologies, CRM, Website Software, Optimisation and Reporting.

The following pathways are available:

- ▶ Level 3 Social Media for Business
- ▶ Level 3 Digital Marketing
- ▶ Level 4 Digital Marketing

Who is this for?

This apprenticeship/qualification is delivered under the all-age apprenticeship programme, funded by the Welsh Government. These courses can be used to upskill existing staff or recruit new talent within an organisation.

This apprenticeship/qualification is ideal for those working in Communications or Marketing, and supports learners entering this sector for the first time or those looking to upskill and develop their knowledge of Social Media for Business purposes.

How is this delivered?

The learner will be allocated a dedicated tutor/assessor who will work closely with both learner and employer to ensure the level and units selected are most suited to their individual role and organisational priorities. The Tutor/Assessor will visit the learner every 4-6 weeks in their workplace to assess progress and also set objectives for the next period. The learner will be assigned project work specific to their elected units, as well as be expected to gather evidence from their day to day role to demonstrate application of their new skills. They may be expected to attend seminars/workshops in addition to work based learning which will focus on the knowledge element of the qualification and support in developing understanding, skill and experience in this area.

How is this assessed?

In order to successfully complete the apprenticeship/qualification learners will undertake a project relevant to their individual role and learning environment. Each learner will acquire the knowledge, tools and techniques associated with each unit that they will then implement in their current work environment. The project work assigned and evidence gathered will be reviewed during the regular 1-2-1 meetings with tutors/assessors and used for assessment purposes. Gower College Swansea utilises Smart Assessor which is an online Apprenticeship management tool enabling provider, learner and employer to effectively track learner progress.

What is the duration of the course?

The level 3 and level 4 apprenticeships/qualifications can take up to 24 months to complete

Level 3

Digital Marketing

Mandatory Units:

- ▶ Principles of marketing and evaluation
- ▶ Understanding the business environment
- ▶ Understand legal, regulatory and ethical requirements in sales and marketing
- ▶ Using Collaborative Technology
- ▶ Develop own professionalism
- ▶ Digital marketing metrics and analytics

Optional Units:

- ▶ Principles of social media advertising and promotion
- ▶ Search engine marketing
- ▶ Content marketing
- ▶ Marketing on mobile devices
- ▶ Online display advertising
- ▶ Email marketing
- ▶ Imaging software
- ▶ Video software
- ▶ Spread sheet software
- ▶ Principles of social media within a business
- ▶ Principals of keywords & optimisation
- ▶ Content management system website creation
- ▶ Website software
- ▶ Principles of marketing
- ▶ Stakeholder relationships
- ▶ Brand development
- ▶ Project management
- ▶ Analyse and report data
- ▶ Produce copy for digital media communication
- ▶ Video software
- ▶ Delivering e-commerce solutions

Social Media for Business

Mandatory Units:

- ▶ Principles of social Media within a business
- ▶ Principles of keywords and optimisation
- ▶ Social networking management for a business
- ▶ Using collaborative technologies

Optional Units:

- ▶ Use digital and social media in marketing campaigns
- ▶ Imaging software
- ▶ Video software
- ▶ Website software
- ▶ Web fundamentals
- ▶ Spreadsheet software
- ▶ Content Management System website creation
- ▶ Creating and optimising content for the Web
- ▶ Principles of Mobile Social Media for a business
- ▶ Principles of Social Media advertising and promotion
- ▶ Understanding Customer Relationship Management for creative business
- ▶ Communicating using digital marketing/sales channels
- ▶ Website software
- ▶ Web development
- ▶ Analyse and report data

Level 4

Digital Marketing

Mandatory Units:

- ▶ Marketing planning
- ▶ Ethics and legalities of digital marketing
- ▶ Business concepts
- ▶ Project management
- ▶ Digital marketing metrics and analytics
- ▶ Personal and professional development

Optional Units:

- ▶ Gamification
- ▶ Content marketing
- ▶ Online display advertising
- ▶ Marketing on mobile
- ▶ Search engine marketing
- ▶ Email marketing
- ▶ Retention marketing
- ▶ Video channel management
- ▶ Designing an effective web based user experience
- ▶ Principles of social media within a business
- ▶ Principles of keywords and optimisation
- ▶ Content management system website creation
- ▶ Principles of social media advertising and promotion
- ▶ Website software
- ▶ Delivering e-commerce solutions
- ▶ Spreadsheet software
- ▶ Using collaborative technologies
- ▶ Imaging Software
- ▶ Video software
- ▶ Relationship management for account managers

If studied within the Apprenticeship Framework, learners will be required to also complete the following:

- ▶ City & Guilds Level 2 Essential Application of Number Skills
- ▶ City & Guilds Level 2 Essential Communication Skills
- ▶ City & Guilds Level 2 Essential Digital Literacy Skills

Please ask your GCS Training Representative for more information



Our Credentials

The qualification is delivered by tutors/assessors who have exceptional experience in both practical application of Social Media methodology and in delivering tailored support to each individual learner.

Contact Details

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