

LEVEL 3 HANDBOOK



SOCIAL MEDIA/DIGITAL MARKETING APPRENTICESHIPS

Bournemouth and Poole College 2014

Introduction

Welcome to the Bournemouth and Poole College's Social Media Apprenticeship. In this pack you will find all the information needed to successfully complete your apprenticeship.

Qualification

The main Qualification Aim is the C&G Level 3 Diploma in Social Media for Business – Generic Pathway.

To achieve the Level 3 Diploma in Social Media for Business – Generic Pathway, learners must achieve **42 credits, 24 credits from the mandatory units**, plus a minimum of **18 credits from the optional units**.

Mandatory Units

Unit Number	Title	Credit
Unit 301	Principles of Social Media within a Business	6
Unit 302	Principles of keywords and optimisation	5
Unit 303	Social Networking Management for a business	7
Unit 304	Using collaborative technologies	6

Optional Units

Unit 201	Use digital and social media in marketing campaigns	2
Unit 202	Imaging software	4
Unit 203	Video software	3
Unit 205	Website software	4
Unit 206	Web fundamentals	7
Unit 210	Spreadsheet software	4
Unit 305	Content Management System website creation	7
Unit 306	Creating and optimising content for the Web	7
Unit 307	Principles of Mobile Social Media for a business	5
Unit 308	Principles of Social Media advertising and promotion	6
Unit 309	Understanding Customer Relationship Management for creative business	3
Unit 310	Communicating using digital marketing / sales channels	4
Unit 311	Website software	5
Unit 319	Web development	10
Unit 335	Analyse and report data	6

Additional Elements

Alongside this qualification the learners must complete their Level 2 Functional Skills in **ICT, English** and **Maths** unless exempt. (Exemption only by GCSE, Functional Skills L2 or A/AS in related subject) *GCSE's must not be older than 5 years.*

These are exam based, set by Edexcel and invigilated by the college's exam team.

ERR—Employment Rights and Responsibilities

The learner must also complete the Employment Rights and Responsibilities workbook.

All elements must be achieved by the end date of the qualification which is 12 months from start of work placement.

Units

Each unit is broken down into Learning Outcomes and Assessment Criteria. Each Learning outcome will have a range of Assessment Criteria that must be covered by either written statements, observations (by a qualified Assessor) and or product evidence generated by either Assignment and or from the work placement.

Each unit will have supporting evidence to guide the learner as well as support from the tutors and lecturers in class.

Each learning outcome criteria can fall into two categories, **Knowledge** and **Be Able to**. To complete the knowledge sections of a learning outcome, the learner will produce written statements for criteria including Describe, List, Explain, Analyse, Identify and Evaluate.

For the "**be able to**" criteria the learner will complete assignments, produce product evidence from the work placement or be observed either in the workplace or classroom.

Your tutor and lecturers will help you develop your statements and evidence on a weekly basis and in 1-2-1 sessions.

Assessment

Assessment will be on-going throughout the course and will take place in the classroom by observations and by marking your written statements and assignments as well as observations in the work place. There will also be final assignments set for each unit. The lecturers will issue these when you both feel you are ready.

Marking

All work is marked to the marking criteria set by City and Guilds; you will have the opportunity to rework submitted statements and assignments.

Portfolio

Each learner will produce a portfolio of evidence; this will include your written statements, product evidence, assignments and observations.

Your portfolio should be an A4 Ring Binder, divided into your Mandatory and chosen units. It should also include an intro unit consisting of a Title Page, Up to date CV, Personal Statement, Job Description and information about your employer. You may also wish to include any relevant qualifications or certificates. Your tutor and lecturers can help you with this. We will also supply you with Evidence Matrix for each unit.

Your portfolio should be presented in the following order:

- **Introductory Unit**
- **Mandatory Units**
- **Optional Units**
- **Evidence**

Each unit should include the following:

- **Unit Front cover**
- **Assessment Plan**
- **Unit standards**
- **Evidence Matrix**
- **Unit Assessment Criteria Statements**
- **Witness Testimony**

Evidence

Evidence can come in many different ways, reports, Screen shots, videos, photos, witness testimonies and campaigns. Your tutor and lecturers can help you decide on what is best for your qualification. With confidential evidence we can sign post the evidence in your folder meaning we can write a statement to say it has been seen and accepted by your assessor/lecturer.

All resources for your sessions are available from the college's Virtual Learning Environment and you should have received the Qualification Handbook on your college memory stick which also includes the College and Learner Handbook.

Timetable

Your college day is Wednesday 9.00am till 16.30pm and you have a full Timetable of Lessons, it is important that you attend each session. If you are exempt from Functional Skills you could continue to work on your statements or assignments.

Timetable Social Media Apprentices November 2014 - December 2014

	0900	1000	1100	1200	1300	1400	1500	1600
Monday								
Tuesday								
Wednesday	Group Tutorial JE 180	Digital Marketing PH 180	Technical SE 180		Principles of Social Media/Digital Marketing PH 180		Marketing AM 180	
Thursday								
Friday								

PH	Paul Hughes
JE	Jason Eastwood
SM	Sandle Martin
SS	Sally Sutthery
AD	Adrian Martin
SE	Steve Evans

Delivery Team

Jason Eastwood - Tutor - eastwoodj@bpc.ac.uk

Paul Hughes - Social Media/Digital Marketing Lecturer - hughesp@bpc.ac.uk

Steve Evans - Web Design Lecturer - evanss@bpc.ac.uk

Adrian Martin - Marketing Lecturer - martina@bpc.ac.uk

Sally Sutthery - IT Functional Skills - suttherys@bpc.ac.uk