

General Enquiries

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Level 2 Award in Social Media Marketing

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| Location | Stockport College |
| Course Type | Adult |
| Department | Business & Law |
| Start Date | Tuesday 16th April 2024 |
| Duration | Part-time, 10 Weeks |
| Time | 14:15 - 16:15 |
| Fee | £ 75.00 You may be eligible for support with your tuition fees - please visit the college website - funding and finance page for further information |
| Course Code | SPQ-BU2A-1200 |

Course Overview

The Level 2 Award in Social Media Marketing is designed for students to learn how social media marketing is used to promote products and services. You will have weekly sessions on site as well as online resources to support your learning for the daytime classes.

Course Requirements

You must be aged 19+. You will be asked to complete an initial assessment to ensure your numeracy and literacy skills are sufficient to do well on the course. You should be working towards a minimum of level 1 for both Maths and English to commence the programme.

You must have access to a computer/laptop at home supported by Wi Fi. This is to enable access to all online materials throughout the programme via Microsoft Teams.

What You Will Learn

You will learn know the characteristics of different audiences and how social media channels and platforms can be used to engage with them. Learners will create and plan social media marketing activities and draft content to promote a product or service to an audience.

Assessment

Portfolio of evidence

Progression

The skills developed in this qualification may lead to further study, employment, or self-employment. Successful progression on to the following qualifications could be an option:

Level 2 Certificate in Business

Level 2 Certificate in Accounting or Bookkeeping

Career Options

The skills developed in this qualification can lead to employment in a wide range of sectors or can lead to self-employment. Employment as a Digital Marketing Assistant would be suitable career progression after successfully completing this qualification.

Mandatory Units

Social Media Marketing

Contact Details

For further information please contact T: 0161 886 7070 or E: info@trafford.ac.uk

Disclaimer

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.