



Apprenticeship in

# Social Media for Business

Advanced



This Apprenticeship is designed to develop knowledge and skills in social media to support the business. Digital marketing and the use of social and digital media is a key part of business marketing strategies and practice today. As an apprentice, you will learn how to take advantage of this new technology and how to apply your knowledge in a business context.

## What qualifications, experience or skills do I need?

You should have excellent ICT skills including knowledge of Microsoft Office applications, good keyboard skills and knowledge of other software applications. In addition, you should have excellent literacy skills and a keen interest in digital technology, marketing and social media. Must be qualified up to level 2 (minimum 5 GCSE's) or have completed a related intermediate apprenticeship, for example ICT or Business Administration.

## What is the expected duration?

**Advanced** – 18 months

## How will I be assessed?

You will be assessed in the workplace through observations, witness testimonies and personal statements, overseen by an Assessor. This information will be incorporated into an e-portfolio giving evidence of competency in the job role.

## Progression from this Apprenticeship and future prospects

Upon achievement of this Apprenticeship you can pursue specialist training courses and qualifications in digital marketing and social media to further improve your knowledge and skills, keep up-to-date with the introduction of new technology and with the advancements in existing technology.

**Make the right choice.  
Secure your future. Check us out.**

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