

# Computing, Digital and IT

## Social Media and Content Marketing Level 3 Certificate Part-time

### In Brief

#### Start Date / Duration

This course starts in September. Days and times are to be confirmed but you will study for 6 hours a week for 15 weeks, term-time only.

#### Entry Requirements

You must have a relevant Level 2 qualification and a reasonable standard of computing skills.

You must be aged 19 or above to study this course.

#### You will achieve

Level 3 Certificate in Social Media for E-Commerce.

### Course Overview

Social media marketing involves using social media platforms to promote products or services, engage with customers, and build brand awareness. It involves creating and sharing content on platforms like Facebook, Instagram, Twitter, LinkedIn, and others to reach and connect with target audiences.

Both social media marketing and e-commerce are integral parts of many businesses' digital strategies, and they often complement each other. Social media platforms provide opportunities for businesses to reach potential customers, drive traffic to their e-commerce websites, and ultimately increase sales.

This qualifications' purpose is to prepare learners to progress to a qualification in the same sector and prepare learners for self/employment within different roles in the digital and creative industries and in other industries that require specific digital and IT skills within Social Media Marketing.

### Course Content

Social media marketing would benefit both content creators and business owners who are looking to enhance their online presence and grow their brand.

For content creators, this course offers valuable insights into leveraging social media platforms to reach a wider audience, engage followers, and potentially monetise content effectively. You will

learn strategies for creating compelling content, optimising posts for different platforms, and leveraging analytics to track performance and refine your marketing approach.

For any business owners managing their own brands, this social media marketing course will equip you with the skills needed to effectively promote products or services online. Learning how to develop and execute social media strategies tailored to target audiences, utilise advertising tools to reach potential customers, and build relationships with followers to foster brand loyalty and advocacy.

The aim of this Certificate is for Learners to understand marketing campaigns and the processes and tools used by organisations to manage these marketing campaigns. You will learn about project management methodologies and use project management software to plan, track, and review the outcomes to determine campaign success. The course consists of 5 units to complete.

The core 5 units to this course are:

- Project Management
- Content Marketing
- Digital Marketing
- Digital Marketing Metrics and Analytics
- Social Media Marketing (SMM)

## How will I be assessed?

You will be assessed using a range of methods such as practical tasks and written coursework within a portfolio of evidence. This portfolio will be used to determine your grade.

## What Equipment Will I Need?

All equipment will be provided.

## Where will I study?

SciTech Digital Innovation Centre  
Falcon Street  
Barnsley  
S70 2EY

## What can I do next?

Learners can progress in a number of ways:

- progressing to a larger qualification at the same level (Certificate to Diploma)
- progressing to a higher-level qualification
- progressing to employment where they can apply their digital and IT knowledge and skills.

Learners can also progress onto another level 3 course at college as part of a pathway onto a HNC level 4 course with us at Barnsley college. Speak to one of our tutors find out more about the HNC/HND pathways.

## How much does the course cost?

This course costs £1645. This course is eligible for the Free Courses for Jobs funding which means you can study this for free if you meet the eligibility criteria. Please see the drop-down option below for more details. If you are not eligible for funding then you may be able to apply for an Advanced Learner Loan to cover the cost of the course.

### 19+ Students

Aged 19 or over and thinking about further education? You may be eligible for free or reduced course fees . Please refer to our page '[paying for your course.](#)'

## Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on +44 (0)1226 216 267.

## Extra information

### Advanced Learner Loans

This course may be eligible for an Advanced Learner Loan. Contact our friendly Information Team on +44 (0)1226 216 123 or email [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:[info@barnsley.ac.uk](mailto:info@barnsley.ac.uk)] . about eligibility and how to apply. You can also visit the Advanced Learner Loan [<https://www.barnsley.ac.uk/courses/paying-for-your-course/advanced-learner-loans/>] page.

### Free Courses For Jobs

If you are aged 19 or over, you may not have to pay for this course if:

- You do not already have a level 3 qualification OR
- You already have a level 3 qualification or higher but earn below the earnings threshold set by your local authority, which includes benefits (see below)
- You already have a level 3 qualification or higher but are unemployed and in receipt of a means-tested benefit, below the earnings threshold set by your local authority (see below).

This course is funded by South Yorkshire Mayoral Combined Authority (SYMCA) and/or West Yorkshire Combined Authority (WYCA). You must be living in the South or West Yorkshire regions to qualify for funding.

### Earnings Threshold

- If you live in the qualifying **West Yorkshire** region and earn below £25,000 a year then you may not have to pay for this course.
- If you live in the qualifying **South Yorkshire** region and earn below £30,476 a year then you may not have to pay for this course.

## Contact the Information Unit

For further information please contact our friendly Information Team on +44 (0)1226 216 123 or email [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:info@barnsley.ac.uk]

## Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

**Last updated:** 18th April 2024

### Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started  
Call us on **01226 216 123**