BRENTWOOD
OPEN LEARNING COLLEGE

CERTIFICATE IN

SOCIAL MEDIA MARKETING

Web: www.bolc.co.uk Email: admissions@bolc.co.uk

Course Introduction:

Social media remains an evolving aspect of our daily lives in addition to being a part of our businesses. This course is designed for people who have some familiarity with social media already. Participants will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place. In addition, we will explore some of the major social media sites and look at how specialty sites and social media management tools can take their social media marketing to the next level.

Course Benefits

Accredited Course	✓
Full Tutor Support	✓
Delivered through distance learning	✓
Self paced, no fixed schedules	✓
Available to students any where in the world	✓
Interest Free Fee Instalments	✓

Course Duration: 200 Hours (Flexible)

Entry Requirement:
There is no particular entry requirement for this course.

Course Accreditation:
Certificate in Social Media Marketing (Level 3)

Awarding Body: ABC Awards

Fee Schedule:
Total Fee: **£395** (Including Admission Fee)
Admission Fee: **£95**
12 Monthly Instalments: **£25** / Month

There is **£80** discount if fee is paid in full.
Discounted fee: £315

ABC awards
Part of the emfec group
Quality Licence Scheme

UNIT 1

What is Social Media

What is Social Media?
Understanding the Marketing Mix
The Five P's and Social Media

UNIT 2

Developing a Social Media Plan

Build a Community
Watch Out for Social Media Experts
Expanding Your Digital Presence
Campaign Budget
Competitive Analysis
What's the Value?

UNIT 3

Building your Social Media Team

Building the Team
The Community
Analyzing Your Impact with Metrics
Keeping on Top of the Trends
Damage Control
Get Smart

UNIT 4

Using Social Media for Marketing Plan

What is Social Media?
LinkedIn, Twitter
Building a Blog
Blogs and YouTube
Using Specialty Sites
Using Social Media
Launching Your Plan

Your Learning Experience - FAQs

How is the course delivered?

Guided learning hours for the course are 200 to 250. The course is flexible you can work according to your own schedule. The course is assignment based after each course unit you will complete an assignment which you will submit to your tutor for marking. The tutor will mark the assignment and will upload feedback on the portal within 10 working days of the assignment being submitted. On successful completion of the unit you will move on to the next unit and this you will complete your course. There is no formal exam to take at the end.

How will I study?

When you enrol on this course you are assigned a personal expert tutor, to guide and encourage you throughout your studies with the College. Your tutor will be available throughout your course to give you help with specific issues, and difficult topics.
Relevant practical exercises and projects are introduced throughout the course aimed at applying the theory and skills learnt.

What is so special about this course?

This is a unique course. We start from the very basics and give you all the essential knowledge required for working in the field successfully.

What support do students get?

Learning Material

All the core learning material will be provided to you from the college. You don't have to buy any text books. However we encourage our students to conduct their own further reading.

Additional Supporting Material

Additional support material and useful links are available on the LMS (Learning Management System) for further reading.

Tutor Support

When you enroll on any of our courses you are assigned a personal tutor to support you with your studies. You complete all this work under the supervision and guidance of your tutor who provides you feedback on your assignments and course work on regular basis throughout your course.

Online Discussion Forum

Our online forums enable you to share ideas with other students and support each other throughout your studies. Tutor's regularly review the forums and reply to student's questions or concerns.

Is the course accredited?

This course has been accredited under ABC Awards QLS (Quality License Scheme) by Brentwood Open Learning College. ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government for their qualifications on the national framework i.e. the Qualifications and Curriculum Framework (QCF). It has a long established reputation for developing and awarding high quality vocational qualifications across a wide range of industries.
As a registered charity, ABC Awards combines 180 years of examination and assessment expertise but also implements a responsive, flexible and innovative approach to the needs of our customers.

How much does it cost?

The full course fee is **£395**
There are two Options available for you.

Option 1

When paying full fee in advance you will get **£80** fee discount and will pay **£315** for the complete course.

Option:2

When paying in instalments you will pay **£395** for the complete course. This fee will be paid according the following schedule:
At the time of admission **£95**. Then **12** instalments of **£25** each.

The fee covers complete cost of your course which includes: the cost of registration, course study material, tutor support and certification fee.

Payment Methods

We at BOLC offer you the variety of payment methods to make the payment process easily manageable. You can choose any of the following methods to pay your fee:

- **Credit or Debit Card**
- **PayPal**
- **Bank Transfer**
- **Western Union**

Can I pay my fees in instalments?

Yes, you can pay your fee in up to 12 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.

What Student Will Learn?

- Describe the value of social media to their marketing plan
- Create and launch a social media marketing plan
- Select the right resources for a social media marketing team
- Define how to use social media to build an internal community
- Decide whether a blog adds value to a social media plan
- Speak about specialty sites and social medial management tools
- Stay on top of social media trends and adjust their plan as the online world evolves

How to Apply?

Online:

You can enroll online by completing the **Apply Online** form on **www.bolc.co.uk**

OR

Email:

You can contact us on **admissions@bolc.co.uk** and we will send you all the course information along with the application form which you can fill in and return to us on the same email. After processing your application form we will send you an invoice for the payment of your fee along with guidance on making payment.

Apply Now!

CONTACT US

BRENTWOOD OPEN LEARNING COLLEGE
3 Oswin Road,
Brailsford Industraial Estate
Braunstone
Leicester, LE3 1HR, United Kingdom
Tel: +44 292 0026 229

Web: www.bolc.co.uk **Email: admissions@bolc.co.uk**