

Level 2 Social Media

If you want to develop your understanding and learn the principles of social media and website management, then this is the course for you.

During the course you will continue to develop a deeper understanding of the digital world, social media including (Twitter/Instagram/Facebook), explore website design, website hosting and optimisation. All building a solid foundation for the world of digital technologies.

Specifically selected units from the City and Guilds TechBac qualification will help learners progress onto the career pathway of a digital marketer, web designer, web developer and much more.

Factsheet

Technical Certificate in Digital Technologies (Web and Social Media)

Course Information

During the course you will develop an understanding in each of the following areas:

- Social Media Management
- Web Development and Designing
- Cyber Security
- Email Marketing
- Use of the Latest Devices Provided by Samsung

*Entry Requirements

- A minimum of 5 GCSE passes at grades A* - D (new grades 3 - 9)
- English or Maths at grade D, or Functional Skills in Applied Communications, or where appropriate Applied Numeracy at Level 1, or a Gateway Certificate/Diploma at Level 1 with Functional Skills Level 1
- Aged between 16 -18
- Completed college assessment
- Successful interview

*Depending on individual circumstances entry requirements may vary, contact us for more information.

Progression Routes

Once completing the Level 2 Certificate most students progress onto our Level 3 courses in Networking and Hardware, Software, Social Media or Building Design.

Further Career Options

- Web Designer
- Digital Marketer
- Internet Security Administrator
- Email Marketing Executive
- Web Developer

Location and Duration

The course is one year and is based at Newham College's East Ham, Samsung Digital Academy Campus (ten minute walk from East Ham tube).

Curriculum Units

- Introduction to digital technologies
- Cyber security
- Introduction to supporting users
- Principles of website development
- Principles of social media
- Design and create website
- Hosting and optimisation of websites
- Website testing and support

