

# Level 3 Social Media

For those individuals who live and breathe digital marketing, this course will bring you one step closer to your dream goal.

During this advanced course you will learn how to create your own digital advertising campaigns, how to set-up an e-commerce website, and even better, how to manage and link databases for e-commerce websites.

Having this fountain of knowledge will give you the foundation for a promising career as a digital marketer, web designer or web developer in any organisation - with units specifically selected from the City and Guilds TechBac qualification.

Call us on 020 8532 3400  
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Approved Centre

  
Digital Skills Solutions

# Factsheet

## Advanced Technical Extended Diploma in Digital Technologies (Year 2)

### Course Information

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

- Social Media Management
- Web Development
- Digital Advertising
- Managing E-Commerce Websites
- Cyber Security
- Use of the Latest Devices Provided by Samsung

### \*Entry Requirements

- A minimum of 5 GCSE passes at grades A\* - C (new grades 4 - 9) including English and Maths  
OR
- Successful completion of Level 2 course with Functional Skills in English or Maths  
OR
- A recognised precursor qualification with Functional Skills in English or Maths
- 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 3 Extended Diploma most students progress onto an apprenticeship, higher education or full-time employment.

### Further Career Options

- Web Developer
- Web Design
- Digital Marketer
- Email Marketing Executive
- E-commerce Specialist

### 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

- Set up e-commerce websites
- Social media
- Digital media
- Digital advertising
- Manage e-commerce websites
- Database systems for e-commerce websites

