

SEVERN BUSINESS COLLEGE

SBC Level 6 Graduate Diploma in Social Media Marketing and Analytics

Course Handbook

Qualification
SBC Level 6 Graduate Diploma in Social Media Marketing and Analytics

Level
6

Guided Learning Hours
480

Total Qualification Time Hours
1200

Credit Value
120

Qualification Objective
The Graduate Diploma in Social Media Marketing and Analytics is designed to equip students with advanced knowledge, skills, and tools to excel in the dynamic field of social media marketing. This program integrates theory and practical applications to ensure students develop strategic expertise in social media campaigns, analytics, and digital marketing tools. The program also fosters critical thinking and creativity, preparing graduates for leadership roles in the digital marketing landscape.

Assessment
Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

Unit Structure of the Qualification
SBC Level 6 Graduate Diploma in Social Media Marketing and Analytics (120 credits):

Units	Unit level	Unit credit
Fundamentals of Social Media Marketing	6	20
Content Creation and Strategy	6	20
Social Media Analytics and Metrics	6	20
Paid Social Media Advertising	6	20
Social Media and Consumer Behavior	6	20
Digital Marketing Strategy and Integration	6	20

Assessment Grades

Marks Ranges	Marking Criteria
Pass	All learning outcomes are achieved. All assessment criteria are met.
Fail	All learning outcomes are not achieved. All assessment criteria are not met.
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title
Fundamentals of Social Media Marketing

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome	Assessment Criteria

To achieve this unit a learner must:	*Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand the principles and role of social media in modern marketing.	1.1 Explain the evolution of social media in marketing. 1.2 Compare the use of different platforms for various marketing goals. 1.3 Analyze the benefits and challenges of social media for businesses. 1.4 Evaluate case studies of successful social media campaigns.
2. Evaluate the components of a successful social media strategy.	2.1 Identify target audiences and their behaviors on social media. 2.2 Explain the process of setting clear and measurable social media objectives. 2.3 Discuss the importance of aligning social media strategies with business goas. 2.4 Assess the role of branding in social media presence.
3. Develop an understanding of ethical and legal considerations in social media marketing.	3.1 Explain intellectual property rights relevant to social media. 3.2 Discuss the implications of data privacy and user consent. 3.3 Analyze cases of ethical dilemmas in social media marketing. 3.4 Create guidelines for ethical social media use.
4. Assess the use of technology in managing social media activities.	4.1 Identify tools for scheduling and monitoring social media activities. 4.2 Evaluate the role of automation in enhancing social media efficiency. 4.3 Discuss the impact of AI and machine learning in content curation. 4.4 Assess tools for collaboration within marketing teams.

UNIT SPECIFICATIONS

Unit Title
Content Creation and Strategy

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome *To achieve this unit a learner must:*	**Assessment Criteria** *Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand the principles of engaging content creation.	1.1 Define the characteristics of engaging social media content. 1.2 Analyze the importance of storytelling in social media posts. 1.3 Differentiate between content types for various platforms. 1.4 Evaluate the role of visuals in capturing audience attention.
2. Plan and execute content strategies tailored to target audiences.	2.1 Conduct audience research to inform content strategy. 2.2 Develop a content calendar aligned with campaign objectives. 2.3 Evaluate the effectiveness of multi-platform strategies. 2.4 Measure the ROI of content strategies.
3. Leverage multimedia tools to enhance content impact.	3.1 Compare tools for creating graphics, videos, and infographics. 3.2 Use editing software to enhance visual appeal. 3.3 Assess the impact of live streaming and interactive content. 3.4 Explore innovations such as AR/VR in social media content.
4. Analyze the performance of content strategies.	4.1 Use analytics tools to measure engagement metrics. 4.2 Create detailed reports highlighting key performance indicators (KPIs). 4.3 Suggest improvements based on analytics data. 4.4 Compare the performance of organic vs. sponsored content.

UNIT SPECIFICATIONS

Unit Title
Social Media Analytics and Metrics

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome *To achieve this unit a learner must:*	**Assessment Criteria** *Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand the importance of social media analytics in marketing.	1.1 Define key metrics in social media performance. 1.2 Explain the role of analytics in decision-making. 1.3 Discuss the difference between quantitative and qualitative analytics. 1.4 Compare the use of real-time analytics vs. historical data.
2. Utilize analytics tools to gather data.	2.1 Identify leading tools for social media analytics. 2.2 Demonstrate the process of extracting data from platforms. 2.3 Evaluate the relevance of metrics for different business goals. 2.4 Use Google Analytics to interpret social media traffic.
3. Interpret and present analytics reports effectively.	3.1 Create dashboards to visualize data. 3.2 Use storytelling techniques to communicate insights. 3.3 Interpret trends and anomalies in social media data. 3.4 Present actionable recommendations based on findings.
4. Apply analytics in optimizing marketing strategies.	4.1 Conduct A/B testing using social media metrics. 4.2 Adjust campaign strategies based on analytics insights. 4.3 Identify opportunities for audience segmentation. 4.4 Evaluate the role of predictive analytics in strategy formulation.

UNIT SPECIFICATIONS

Unit Title
Paid Social Media Advertising

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome *To achieve this unit a learner must:*	**Assessment Criteria** *Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand the principles of paid advertising	1.1 Compare the advertising models of leading platforms.

on social media.	1.2 Define terms like CPC, CPM, and CPA. 1.3 Analyze the benefits of paid advertising for business growth. 1.4 Evaluate trends in social media advertising.
2. Plan and execute paid social media campaigns..	2.1 Create detailed campaign briefs with defined objectives. 2.2 Choose appropriate platforms and ad formats. 2.3 Set up targeting parameters for maximum reach. 2.4 Monitor and adjust campaigns during execution.
3. Optimize ad spend for maximum ROI.	3.1 Use analytics to determine the performance of ad campaigns. 3.2 Identify and eliminate underperforming ads. 3.3 Suggest budget reallocations for high-performing ads. 3.4 Evaluate the use of remarketing strategies.
4. Address challenges in social media advertising.	4.1 Analyze issues of ad fatigue and audience saturation. 4.2 Discuss the implications of ad-blocking technologies. 4.3 Evaluate ethical concerns in targeting and personalization. 4.4 Propose solutions to overcome ad challenges.

UNIT SPECIFICATIONS

Unit Title
Social Media and Consumer Behavior

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome *To achieve this unit a learner must:*	**Assessment Criteria** *Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand consumer behavior in the context of social media.	1.1 Define the impact of social media on purchase decisions. 1.2 nalyze user behavior trends across platforms. 1.3 Discuss the psychology behind likes, shares, and comments. 1.4 Evaluate the role of social proof in influencing decisions.
2. Utilize behavioral insights to inform strategies.	2.1 Conduct sentiment analysis on social media discussions. 2.2 Use tools to measure brand perception online. 2.3 Develop campaigns leveraging consumer motivations. 2.4 Suggest improvements based on audience feedback.
3. Understand the impact of influencers on consumer behavior.	3.1 Identify the characteristics of effective influencers. 3.2 Evaluate the impact of influencer marketing on brand awareness. 3.3 Compare micro vs. macro influencers in campaign effectiveness. 3.4 Analyze case studies of successful influencer campaigns.
4. Develop strategies to engage diverse consumer groups.	4.1 Use cultural insights to shape marketing approaches. 4.2 Design inclusive content for different demographics. 4.3 Evaluate strategies for engaging niche audiences. 4.4 Suggest approaches to build long-term brand loyalty.

UNIT SPECIFICATIONS

Unit Title
Digital Marketing Strategy and Integration

Level
6

Guided Learning Hours
80

Learning Time Hours
200

Credit Value
20

Learning Outcomes and Assessment Criteria
The learning outcomes describe the abilities that learners will possess after they have completed the unit. The assessment criteria provide a list of achievements sufficient to demonstrate that a learner has met the learning outcomes.

Learning Outcome *To achieve this unit a learner must:*	**Assessment Criteria** *Assessment of this outcome will require a learner to demonstrate that they can:*
1. Understand the role of social media in a broader digital marketing strategy.	1.1 Discuss the relationship between social media and SEO. 1.2 Explain how social media supports email marketing efforts. 1.3 Analyze the role of social media in content distribution. 1.4 Evaluate the importance of cross-channel integration.
2. Develop integrated digital marketing strategies.	2.1 Create comprehensive strategies combining multiple channels. 2.2 Use tools to synchronize campaigns across platforms. 2.3 Identify synergies between paid, owned, and earned media. 2.4 Plan campaigns considering customer journey mapping.
3. Measure the effectiveness of integrated strategies.	3.1 Identify metrics to assess overall strategy performance. 3.2 Create reports aligning KPIs with business objectives. 3.3 Compare the performance of isolated vs. integrated campaigns. 3.4 Suggest optimizations for future strategies.
4. Understand emerging trends in digital marketing.	4.1 Discuss the potential of AI and automation. 4.2 Evaluate the impact of Web3 technologies on marketing. 4.3 Explore opportunities in the metaverse for brand engagement. 4.4 Suggest innovations to keep pace with changing trends.

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