



# Learning Resource Network

## QUALIFICATION SPECIFICATION:

LRN LEVEL 3 AWARD IN CREATIVE METHODS FOR SOCIAL MEDIA  
MARKETING

QAN: 610/1948/3

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## BACKGROUND TO LRN

Learning Resource Network (LRN) is an Ofqual regulated Awarding Organisation that offers a range of qualifications to candidates, educational institutes, training providers, schools and employers. LRN is recognised for its high-quality qualifications that enable candidates to progress to other areas of study and employment in their designated fields. In producing its qualifications, LRN uses the experience and expertise of academics, professionals working in the pertinent industries and assessment practitioners with a wealth of best practice and knowledge of validation, verification, delivery, and assessment.

## ACCOLADES

### Queen's Award

In April 2020, LRN received the Queen's Award for Enterprise for International Trade. LRN is one of 220 organisations in the UK to be recognised with this prestigious accolade. This was in recognition of the expansion LRN brought to the overseas qualification market.

## MANAGEMENT SYSTEMS

LRN has been awarded international accreditation as part of its quality controls, policies, systems and overall approach to its management systems. These awards are externally validated by the British Assessment Bureau. LRN has achieved accreditation in the form of ISO 9001: Quality Management Systems, ISO 14001: Environment Management Systems and ISO 27001: Information Security Management Systems.

## CUSTOMER SERVICE EXCELLENCE

LRN has achieved the prestigious award of Customer Service Excellence. This is in recognition of its customer service practices, approach to managing and dealing with UK and Overseas customer needs, including the diverse needs of its centres.

LRN was the first UK Awarding Organisation to achieve Customer Service Excellence. Following reaccreditation in 2019, LRN received an award for Customer Service Excellence: Compliance Plus, demonstrating that LRN went above and beyond the delivery of its customer service principles.



## INTRODUCTION

This specification provides an overview to the LRN Level 3 Award in Creative Methods for Social Media Marketing. This is a single unit qualification. This document is suitable for various users, including learners, centres, administrators, employers, parents/guardians, teachers (and other educational based staff) and examiners. The specification outlines the key features and administrative procedures required for this qualification.

## OBJECTIVE

LRN Level 3 Award in Creative Methods for Social Media Marketing is designed to enable learners to demonstrate their understanding, knowledge of comparing interactive social media platforms as well as determining the benefits of social media marketing. Furthermore, learners must be able to identify and make use of suitable asset sources when using social media platforms.

## MODE OF DELIVERY

This qualification has been constructed to be delivered within centres. Centres will need to demonstrate to LRN, through the centre recognition processes, that they have the resources, facilities and competence to deliver. However, centres must be able to demonstrate, in line with LRN's criteria, that they have the means, capability, capacity and resources (including suitably qualified centre staff) to deliver by the method chosen by the centre.

## ENTRY REQUIREMENTS

Learners must fulfil at least **one** of the criteria below:

- have a minimum of 5 GCSEs at A-C grades (or equivalents), including English and Maths;
- have a Level 2 qualification in Business Studies, Communication, Computer Science or Marketing & Public Relations.

Where potential learners have extensive prior experience within a Digital Marketing environment – either on a paid or voluntary basis – but lack academic or relevant vocational qualifications, centres may offer a place on the course subject to a skills assessment.

## PROGRESSION

The LRN Level 3 Award in Creative Methods for Social Media Marketing has been designed to reflect the wide variation in learner origins, levels of education and career aims. Progression opportunities may, therefore, take a variety of paths. Depending on the level of qualification achieved, it may be appropriate for the candidate to progress to:

1. Similar level 3 qualification in digital marketing;
2. A higher level qualification – e.g.; HNC/HND;
3. Vocationally Related Qualifications.

## RECOGNITION OF PRIOR LEARNING

Please refer to LRN's policy on the Recognition of Prior Learning to determine whether previously achieved qualifications meet LRN's policy on possible exemptions.

## LANGUAGE OF ASSESSMENT

LRN aims to use English that is plain, clear, free from bias and appropriate to all learners. LRN will ensure the assessment materials, stimuli and the assessment itself is carried out in English.

## QUALIFICATION OVERVIEW

Unit	Title	Level	Credit	GLH	Assessment
1	Creative Methods for Social Media Marketing	3	9	80	Assignment and video presentation (see unit outline)

## ASSESSMENT OVERVIEW

The assessment for this qualification consists of the following: (i) assignment (between 1000 and 1250 words) which addresses learning outcome 1, and (ii) a video presentation (no more than 15 minutes long) which addresses learning outcome 2.

## ASSESSMENT REQUIREMENTS

### Assignment (relates to Learning Outcome 1)

This will be in the form of an essay which must comprise 1,000 to 1,250 words (tolerance of 10% is permitted).

The assignment must address the following learning outcome:

- Understand key benefits of social media marketing

The assignment must address the following assessment criteria:

- Compare and contrast key aspects of social media marketing to other forms of marketing
- Explain the connection between social media, customer service and customer relations
- Analyse the key features of a social media platform from the advertiser's perspective
- Assess the value of a business's own internet presence alongside their social media marketing

It is essential that learners address the assessment criterion indicated above. Pass criteria is shown in the marking grid (see below).

### Video Presentation (relates to Learning Outcome 2)

The video presentation must address the following learning outcome:

- Be able to identify and make use of suitable asset sources for social media marketing

The assignment must address the following assessment criteria:

- Describe the key component parts of a social media advert
- Analyse the methods by which social media marketing identifies consumers
- Explore how copyright, fair dealing and public domain regulation affects the selection of media
- Evaluate the suitability of different social media marketing platforms by intended audience
- Source a range of media components suitable for social media advertising

It is essential that learners address the learning outcome and assessment criterion indicated above. Pass criteria is shown in the marking grid (see Annex 1).

## TOTAL QUALIFICATION TIME (TQT)

Guided learning hours (GLH)	80 hours	
Self-study (SS)	5 hours	
Formative Assessment	3 hours	Total Assessment Time (TAT)
Summative Assessment	2 hours	
Total Qualification Time	90 (GLH + SS + TAT)	5 hours

Please note the timescales above are indicative.

## GUIDED LEARNING HOURS (GLH)

The expected GLH for the LRN Level 3 Award in Creative Methods for Social Media Marketing is 80. Please note the hours stated are indicative.

## GRADING

The LRN Level 3 Award in Creative Methods for Social Media Marketing is graded as fail or pass.

## RESULTS

The timescale in which LRN will issue its results is 6 weeks.

## CUSTOMER SERVICE STATEMENT

LRN is committed to ensuring all customers are dealt with promptly and in a professional and helpful manner. In order to guarantee this, we commit to ensuring the following in our day to day interactions with candidates, assessment centres and our stakeholder network:

- All customers will be treated equally and with respect;
- All customer information will only be used in a way which has been agreed in advance, unless we are informed of something that places them or others at risk of harm;
- All customers will be treated by staff in a professional manner.

LRN has arrangements in place to provide a telephone and e-mail helpdesk which will be staffed from 09:00 to 17:00 from Monday to Friday. Furthermore, it will respond to each e-mail, letter or telephone message it receives regarding feedback on its qualifications, centre approvals process or other matters relating to its products and/or services. The timetable for responding is as follows:

- E-mail: 5 working days
- Letter: 5 working days
- Telephone message: 5 working days

## DIVERSITY AND EQUALITY

LRN is committed to ensuring fair and equal access to its qualifications, examinations and support materials. Our Diversity and Equality policy seeks to eliminate unjustifiable discrimination, harassment and/or victimisation and to advance equality of opportunity, thereby ensuring all candidates are treated fairly, in accordance with the protected characteristics of the Equality Act 2010. Specifically, we comply fully with the requirements laid out in the Equality Act 2010. In addition, and within the constraints of this policy, LRN will have due regard for the General data Protection Regulations (GDPR) in the retention of information which is unnecessary.



<b>Creative Methods for Social Media Marketing</b>			
<b>Unit Aim</b>			
This unit requires learners to critically compare interactive and social media to broadcast and print media. Learners will evaluate the various engagement opportunities presented by interactive and social media, gain a practical understanding of their production and strategies for their deployment.			
<b>Unit Level</b>	3	<b>Credit Value</b>	9
<b>GLH</b>	80	<b>Unit Grading Structure</b>	Fail or Pass
<b>Assessment Guidance</b>		There are two forms of assessment for this qualification: (i) assignment (between 1000 and 1250 words) which addresses learning outcome 1, and (ii) a video presentation (no more than 15 minutes long) which addresses learning outcome 2.	
<b>Learning Outcomes - The learner</b>		<b>Assessment Criteria - The learner can:</b>	
1.1	Understand key benefits of social media marketing	1.1.1	<b>Compare and contrast</b> key aspects of social media marketing to other forms of marketing
		1.1.2	<b>Explain</b> the connection between social media, customer service and customer relations
		1.1.3	<b>Analyse</b> the key features of a social media platform from the advertiser's perspective
		1.1.4	<b>Assess</b> the value of a business's own Internet presence alongside their social media marketing
1.2	Be able to identify and make use of suitable asset sources for social media marketing	1.2.1	<b>Describe</b> the key component parts of a social media advert
		1.2.2	<b>Analyse</b> the methods by which social media marketing identifies consumers
		1.2.3	<b>Explore</b> how copyright, fair dealing and public domain regulation affects the selection of media
		1.2.4	<b>Evaluate</b> the suitability of different social media marketing platforms by intended audience
		1.2.5	<b>Source</b> a range of media components suitable for social media advertising

## Marking Grid – for consideration by Capacity

### Assessment Marking Grid: Level 3 Award in Creative Methods for Social Media Marketing.

	<b>Fail</b>	<b>Pass</b>
<b>Use of Theory and Referencing (including citing) Harvard Model must be used</b>	Limited or irrelevant sources are used in the assignment. Referencing is inadequate, poor, incorrect and/or inappropriate. The use of references is inconsistently applied. References do not support the assignment brief (e.g. – unsubstantiated findings).	Minimal referencing required but only where learners have used external sources. Where sources have been used, these are appropriately applied throughout the assignment. Referencing is very good with correct citing used.
<b>Subject Matter</b>	Subject matter has characteristics as to one (or more) of the following: unclear, vague, overly descriptive, factually inaccurate, conceptual gaps, incoherent and/or disjointed summaries. The lack of coherence significantly impeded the flow of the assignment. Lack of understanding shown across significant areas of the assignment.	Understanding of subject matter is very good with strong flow of ideas relating to social media marketing. Minor errors are acceptable as long as they do not impede flow and understanding of the assignment. Views and inter-connections (where applicable) are evident. The learner has understood the key benefits of social media marketing and has articulated these in line with the command verbs.
<b>Presentation, Structure, Spelling and Grammar</b>	Presentation is poor which impedes the flow of assignment. Spelling and grammar are below the standard required of level 3. The assignment has numerous errors (of one or more of the following): spelling mistakes, grammatical errors, structural deficiencies and/or factual inaccuracies.	Presentation is very good. The flow of the assignment is at a high standard. Headings, sub-headings are used appropriately. Graphs/charts and/or tables are used appropriately. Information is suitably presented. Spelling and grammar are very good throughout the assignment. Minor or trivial errors only (up to a tolerance of 10%).