

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Promotion of Products and Services through Social Media
Unit Reference Number:	J/507/5186
Level:	Level 2
Credit Value:	6
Minimum GLH:	40

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know the benefits of using social media to conduct market research	1.1 Describe how social media can be used to conduct market research for a product or service
	1.2 Describe the benefits of using social media for conducting market research for a product or service
2. Know the benefits and risks of promoting a product or service through social media	2.1 Describe how social media is used to promote products or services
	2.2 Describe the benefits of using social media to promote a product or service.
	2.3 Describe the risks of using social networks to promote a product or service
3. Know how social media applications are used	3.1 Identify common social networking sites
	3.2 Describe what is meant by an online identity
	3.3 Describe ways in which social networks can be assessed
	3.4 Identify the guidelines and ethical considerations concerning the use of social networks
4. Be able to create a social networking profile for a product or service	4.1 Use a social media application template to create a profile for a product or service

	4.2	Choose secure passwords for social media accounts
	4.3	Set appropriate privacy levels for social media accounts
	4.4	Upload digital media content to a social media site to promote a product or service
	4.5	Add contacts to a social media profile.
	4.6	Demonstrate how to recognise and avoid common online scams
5. Be able to use a social network to communicate with others to promote a product or service	5.1	Send messages to others using social media to promote a product or service
	5.2	Create a group in a social media site to share product or service information
	5.3	Post comments to a social network to promote a product or service