

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Building a Social Media Plan
QAC Code:	M/618/0590
Level:	L3
Credit Value:	1
Minimum GLH:	5

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to create a Social Media Strategy for a business idea	1.1 Evaluate available Social Media platforms
	1.2 Select a Social Media platform for a business, stating the reasons for your choice
	1.3 Define the purpose for marketing a business on Social Media
	1.4 Produce a Social Media strategy for a business covering a period of at least 3-6 months