

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Content Creation

Graded Unit Reference Number: GA36ENG28

Ungraded Unit Reference Number: UA36ENG28

Module: English Language

Level: Three (3)

Credit Value: Six (6)

Minimum Guided Learning Hours: 60

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.
2. Understand the conventions, devices and processes used to write effective website content.	2.1 Explain the role of the following in creating effective website content: <ul style="list-style-type: none"> a) Keywords b) Tone of voice c) SEO d) Persuasive devices e) Word count f) Headings g) Consideration of audience
	2.2 Compare and contrast the tone of voice of two websites, selling similar items e.g. Marks & Spencer vs Aldi.

2.3 Plan an extended piece of long-form content for a specific audience and purpose.

2.4 Use your plan to write an extended piece of long-form content that considers SEO, tone of voice, word count, audience, and purpose.