

Unit Title: Using Social Media To Market Products And Services
Unit Level: Level 2
Unit Credit Value: 2
GLH: 12
LASER Unit Code: WJE846
Ofqual Unit Code: R/507/1481

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the use of social media to market products and services.	1.1	Describe the forms of social media which can be used to market products and services.
		1.2	Describe how social media can be used to market products and services.
		1.3	Describe how social media can be used to build brand awareness.
		1.4	Outline the benefits of using social media to market products and services.
		1.5	Outline the disadvantages of using social media to market products and services.
2.	Be able to use social media to market products and services.	2.1	Plan a social media campaign to market products and services.
		2.2	Use social media to market products and services to include: a) Facebook b) Twitter c) LinkedIn.
3.	Be able to review the use of social media to market products and services.	3.1	Review the effectiveness of using social media to market products and services.
		3.2	Update the planned social media campaign in light of findings from the review.

Assessment Guidance:
NA

Additional Information:
NA