

Social Media and Web Design L3

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What is this Qualification?

The intent of Social Media and Web Design course is to provide learners with a structured yet practical introduction to the digital tools and strategies needed to plan, launch and grow a business. The course is designed to equip learners with valuable knowledge, skills and behaviours that can be applied directly to self-employment, entrepreneurship, or roles in business support and marketing. Learners develop knowledge of business structures, market research, branding, website design, SEO, content marketing and social media strategy. They build skills in using digital platforms such as Canva, CMS tools, and analytics software, applying these to create a portfolio that demonstrates competence in planning, designing and promoting a business concept.

Key aims and objectives of this course are:

- **Build practical, job-ready digital skills** so learners can plan, launch and grow a real business or side project using social media, a CMS website, SEO and analytics.
- **Develop a clear business concept** through research-led planning (market research, naming, legal setup, funding, goals and KPIs) that feeds into brand, website and campaign work.
- **Create a professional brand and online presence** by designing brand guidelines, voice and storytelling, then implementing these in a live CMS site with sound UX/UI and accessibility.
- **Apply SEO and content marketing effectively** by structuring sites for search intent, using on-page and technical SEO practices, and producing a 30-day content plan and campaign materials.
- **Use industry tools with confidence** to create, optimise and evaluate digital assets and campaigns.

- **Produce a tangible digital portfolio** showcasing a business concept, branded website and marketing outputs, suitable for applications to employment, freelancing or further training.

Who is this Course for?

Prior Knowledge and Suitability:

- Learners will need to have good digital skills to complete the course.

Why Should Learners Enrol?

Skills gained include:

- **Business, strategy & branding:** Plan and validate a simple business concept, including structures, legal set-up, naming and funding options, then set SMART goals, KPIs and a basic growth plan.
- **Web design & CMS:** Apply UX/UI foundations (purpose, simplicity, navigation, hierarchy, grids, responsive thinking) and produce low-fidelity wireframes and Canva prototypes before building.
- **SEO:** Do keyword research and apply on-page SEO (titles, meta descriptions, headings, internal links).
- **Content marketing & AI-assisted creation:** Plan and produce short- and long-form content (blogs, posts, product copy) with strong CTAs, hashtags and platform-appropriate specs (images/video).
- **Social media strategy & campaigns:** Research platforms and trends, turn insights into SMART campaign goals, and build a 30-day content calendar (with AI support where useful).
- **Analytics, performance & monetisation:** Read core metrics (reach, impressions, engagement, CTR, conversions), separate vanity metrics from KPIs, and use Google Analytics and Meta Insights to interpret results and improve campaigns.
- **Professional, ethical and inclusive practice:** Produce a portfolio that evidences a business concept, brand guidelines, a live CMS website and campaign materials; present work confidently in showcases with peer feedback.

Guided Learning Hours & Commitment

- **GLH:** 144 hours (taught sessions)
- Learners should expect to commit additional time outside of lessons for:
 - Research
 - Assignments
 - Portfolio building

Unit Breakdown

Unit 1 — Social Media Strategy

Unit 1 lays the foundation for entrepreneurial success by guiding learners through the essential steps of setting up and growing a business, with a strong focus on branding and social media strategy. The unit begins with core business principles such as choosing a structure, validating ideas, conducting market research, and registering a business. Learners then explore how to build a brand identity, develop a content strategy, and use social media to engage audiences and drive growth. The unit also covers customer personas, journey mapping, and performance measurement to ensure learners can align their digital presence with business goals.

- **Set up and validate a business idea:** business structures (sole trader, partnership, Ltd, PLC, non-profit), naming checks, registration, legal duties (GDPR, consumer rights) and funding options.
- **Strategy, finance and goals:** growth approaches, bookkeeping vs software, tax basics; mission statements, SMART objectives, KPIs and common pitfalls.
- **Branding:** brand purpose and perception, values and storytelling, voice and tone, CTAs and consistency across channels; compile brand guidelines in Canva.
- **Market insight:** segmentation models, personas (types, motivations), journey mapping with ZMOT/FMOT/SMOT/TMOT and core CX principles.
- **Content strategy:** define strategy elements, plan a 30-day content calendar (AI-assisted), and prepare a portfolio showcase.

Unit 2 — Web Design and SEO

Unit 2 introduces learners to the core principles of website design, blending historical context with modern best practices. The unit begins by exploring the nine principles of good design and the fundamentals of UX (User Experience) and UI (User Interface), helping learners understand how structure, navigation, and layout influence usability. Learners will gain hands-on experience by creating wireframes and interactive prototypes using tools like Canva. The unit also covers essential technical knowledge, including how websites work, hosting options, coding vs. CMS platforms, and SEO strategies. The intent is to provide learners with a strong foundation in both the creative

and technical aspects of web design, empowering them to plan, structure, and optimise websites that are user-friendly, visually appealing, and discoverable online.

- **UX/UI foundations:** purpose, simplicity, navigation, hierarchy, grid systems and responsive thinking; low-fidelity wireframes and Canva prototypes.
- **Web fundamentals & CMS vs code:** domains, DNS, SSL, hosting choices; when to use HTML/CSS/JS vs CMS (Wix/WordPress/Shopify).
- **Information architecture:** sitemap design, hierarchical/linear/webbed structures; apply **search intent** (informational, navigational, transactional, commercial) to personas.
- **Build phase:** set up CMS, customise a template, implement navigation, apply branding consistently, and meet accessibility basics (clear headings, alt text, link hygiene).
- **On-page SEO & keywords:** titles, meta descriptions, headings, keyword research (Google Keyword Planner, Ubersuggest).
- **Technical SEO & optimisation:** Core Web Vitals, sitemaps, robots.txt, fixing broken links, page-speed tests and CMS plugins (e.g., Yoast).
- **Off-page & competitive insight:** ethical “white-hat” vs manipulative tactics, competitor audits and applying findings to your site.

Unit 3 — Digital Portfolio (Content, Social & Analytics)

Unit 3 empowers learners to build a compelling digital portfolio by combining content marketing, AI tools, and social media strategy. The unit begins with the fundamentals of content writing and explores how different formats, such as blogs, social posts, podcasts, support engagement and SEO. Learners experiment with AI tools like ChatGPT and text-to-image generators to create brand-aligned content and visuals. They also explore customer journey stages, campaign planning, and social media analytics to refine their messaging and strategy. The unit culminates in learners applying these skills to create and publish content on their own websites, supported by affiliate marketing techniques.

- **Content marketing essentials:** purpose, formats and short-form writing; produce blog intros and social posts with clear CTAs.
- **AI-assisted creation:** prompt engineering; text-to-image/video/avatars/audio; safe, ethical use throughout the customer journey.
- **Publish to CMS:** write a 300–500 word blog, generate visuals and upload to the website.
- **Social media strategy:** platform features and trends; research with AI tools; campaign types and SMART goals; build a 30-day content calendar.
- **Creative production:** captions, CTAs, hashtags; image/video specs by platform; create a short-form video post in Canva.

- **Analytics & monetisation:** read key metrics (reach, impressions, engagement, CTR, conversions); separate vanity from KPIs; Google Analytics/Meta Insights; affiliate models (PPC/PPS/PPL).

Assessment Method

- Learners will be assessed through a **portfolio of evidence x 3 projects** which includes:
 - Written reports
 - Presentations
 - Discussions
 - Assignments
 - Case studies
- All assessments are:
 - **Internally assessed** by tutors.

Career Pathways

After completing the course, learners can progress to entry-level roles such as:

- Marketing / Social Media Assistant
- Digital Marketing Executive
- Self employment / Freelance opportunities