Content Creator Level 3

LEARNING JOURNEY – 15 Months

LEARNING CURVE GROUP

Unit 1
This unit focuses on:
Social Media Marketing including finding information and LinkedIn.

Unit 2
This unit focuses on:
Understanding stakeholders and competitors.

Unit 3
This unit focuses on:
Regulatory and Legal Requirements, Personal and Employer Responsibilities, Structures, Regulations and Funding of Organisations
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Unit 4
This unit focuses
Audience segmentation, Audience behaviour and Communicating with different audiences.

Unit 5
This unit focuses on:
Understanding the brand and brand image.

Unit 6
This unit focuses on:
Creative Content on Channels and Platforms, Methods of Audience Engagement.

Unit 7
This unit focuses on:
Scheduling, planning and budgets..

Unit 8
This unit focuses on:
Understanding content formats, format types and alternative software.

Unit 9
This unit focuses on:
Understanding web technologies.

Unit 10
This unit focuses on:
How to analyse data effectively.
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Unit 11
This unit focuses on:
The creative brief.

Preparation for EPA
You will review your portfolio of evidence.
You will progress through the gateway to complete your End-Point Assessment (EPA)