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**QUALIFI ASSESSMENT DOCUMENT**

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| Qualification Unit Name | **SEM206IT Social Media** |
| Unit Reference | D/650/1916 |
| No of Credits | 10 Credits |

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Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

* Centre Specification
* Qualifi Quality Assurance Standards
* Qualifi Quality Policy Statement

Assignment Guidelines

All work must be submitted in a single electronic document (.doc/.docx file). The assignment must be the Learner’s own work and not copies of theories or models. Direct quotes should be kept to a minimum and shown in inverted commas. Models described and other quotes used must be properly attributed and referenced as appropriate. Learners must acknowledge or reference any sources that have been used to complete the assignment, listing reference material and websites used.

Plagiarism and Collusion

In submitting the assignment Learners must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count. Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution. Collusion occurs when two or more learners submit work, which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence.

Appendices

Separate Appendices should not be used. Any use of tables, graphs, diagrams, Gantt chart and flowcharts etc. that support the main report should be incorporated into the back of the assignment report that is submitted. Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment but not included.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion. Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

In total, the assignment should be between 1850 – 2150 words. Learners must comply with the required word count, within a margin of +10%.These rules exclude the index (if used), headings and information contained within references and bibliographies. When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

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| **Unit Title** | Social Media for Business |
| **Unit Reference (RQF)** | D/650/1916 |
| **No of Credits** | 10 |

Learning Outcomes and Assessment Criteria

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| **Learning Outcomes**  When awarded credit for this unit, a student will: | **Assessment Criteria**  Assessment of this learning outcome will require a student to demonstrate that they can: |
| 1 Understand the importance of using social media in a business environment. | * 1. Analyse recent developments in social media that have changed the way businesses promote products and services.   2. Identify sources for social media channels to meet business needs.   3. Explain the importance of publishing social media content which engages the audience.   4. Explain the risks and issues relating to social media engagement. |
| 2. Understand the need for social media content planning and publishing in a business environment. | * 1. Analyse the considerations for regular posts and other content to be published on social media websites.   2. Explain the relationship between a social media website and a company website.   3. Evaluate the strategy required to create and encourage an online community. |
| 3. Be able to develop a policy and a plan to use social media in a business environment. | * 1. Explain why a social media policy is important and consider the implications of not having a policy in place.   2. Develop a social media policy for a business that can deliver its objectives.   3. Produce a plan to use social media in a business environment that can deliver its social media policy objectives.   4. Produce a reflective account of the plan that suggests improvements. |

Referencing and Professionalism

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used. The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Submission of Assignments

All work must be submitted in a single electronic document (.doc/.docx file) in your Learning Portal or to submit to the Assessor/Centre Administrator.

ASSESSMENT TASKS

Task 1 FORMATIVE TASK Social Media and its Impact

**FORMATIVE TASK**

Instruction: How was social media had an impact on organisations in your market sector? Write a report to explain this issue to a group of non-specialists. Your report must include the following:

* An outline of how developments in social media have changed the way business promote products and services
* Identify and explain the different sources for social media channels that meet business needs
* Discuss the importance of the publication of appropriate content that engages the relevant audience

**Formatting**:

450-550 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

Task 2 SUMMATIVE TASK Planning a Social Media Campaign

**SUMMATIVE TASK**

Instruction: Plan a social media campaign for an organisation of your choosing. The plan must contain the following:

* An outline of the importance, nature and frequency of the proposed posts in the chosen social media (LO 2.1, 3.1)
* Identify and explain the relationship between the organisation and its social media so that the campaign advances the interests of the organisation (LO 2.2, 3.2)
* A judgment as to the likely success of the proposed campaign, including potential improvements to it (LO 2.3, 3.3, 3.4)

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| **Learning Outcomes**  When awarded credit for this unit, a student will: | **Assessment Criteria**  Assessment of this learning outcome will require a student to demonstrate that they can: |
| 2. Understand the need for social media content planning and publishing in a business environment. | * 1. Analyse the considerations for regular posts and other content to be published on social media websites.   2. Explain the relationship between a social media website and a company website.   3. Evaluate the strategy required to create and encourage an online community. |
| 3. Be able to develop a policy and a plan to use social media in a business environment. | * 1. Explain why a social media policy is important and consider the implications of not having a policy in place.   2. Develop a social media policy for a business that can deliver its objectives.   3. Produce a plan to use social media in a business environment that can deliver its social media policy objectives.   4. Produce a reflective account of the plan that suggests improvements. |

**Formatting**:

1450-1550 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

**Learners are required to complete all tasks.**

Mark Scheme



Instructor’s Comments

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| --- |
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**Marking Directions:**

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right, which best reflects the student’s work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled “Instructor’s comments.”
3. To arrive at a mark, total the boxes and divide by 5 to arrive at a final mark

Example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Distinction** | **Merit** | **Pass** | **Fail** |
| **Range** | 70-100 | 60-69 | 40-59 | 0-39 |

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| --- | --- |
| **Criteria** | **Score** |
| Content | 50 |
| Application of Theory and Literature | 40 |
| Knowledge and Understanding | 50 |
| Presentation/Writing Skills | 40 |
| Referencing | 40 |
| **Total Score** | 220/5 = **44, Pass** |

Qualifi Information

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