

ics

Course Outline

Social Media & Blog Engagement E-Diploma

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2. Overview

This industry-driven course is designed for anyone with a creative or artistic interest or career path. You'll learn how to create your tone of voice and aesthetic and how to write content with attention-grabbing headlines that attract and builds your engaged audience and even monetise your skill too.

You'll discover how to increase the visibility of your Social Media channels and Blog, catapult yourself and your business success to work professionally with brands, as well as how to link and attend industry events, how to establish yourself as an expert with influence and – helping transform your creative future.

3. Is it right for you?

This industry-led training will teach you:

- A 'deep learning' in how to grow Social Media and Blog
- To choose design templates, work with elevation tools
- Planning and conceptualising your Social Media and Blog Strategy & Aesthetic
- How to write engaging 'Storytelling' content
- Developing your business and beyond
- Monetising your business or brand

Master the skills needed to work in:

- Advertising Production
- Blogging
- Creative Interest
- Fashion
- Fashion Styling
- Independent Business Owner
- Journalism & Features Writing
- Makeup Artist

- Marketing
- Personal Styling
- Picture Editing
- Social Media

4. Modules Covered

Split into eight key modules, this Social Media & Blog Engagement E-Diploma course will teach you:

- The History of the Modern Influencer What You Can Learn
- Setting up and Developing Your Social Media and Blog
- How to Create your Brand
- Content and Imagery, Aesthetics -look and feel
- How to Write Engaging Content
- Creating Compelling Headlines
- Grow your Influence and Network
- Monetising your Social Media and Blog

5. Entry Requirements

This online course is suitable for beginners to those with an intermediate or transferrable level of fashion knowledge. Good command of the English language is strongly recommended. You must be 18 years or over to enrol on this course.

6. Frequently Asked Questions: How Does It Work?

1. Can I start my learning immediately?

The course kicks off on scheduled start dates. There's a reason for this; we offer personalised group and individual student feedback and interaction as you progress through your course. We believe this is an essential part of your training, although log in details to the LCS Online platform will be sent to you immediately. You will be able to unlock Module 1 two days before the start of your course.

2. Will my learning experience be interactive with tutors and other students?

Yes! - We are firm believers in group experiential learning. You'll meet tutors and other students as you join your Teams groups. It's a friendly and personal experience where students can share work and experiences and receive feedback and support. You'll meet with your tutors virtually in live and pre-record masterclass style webinars and interact and discuss tasks and topics in your groups. You'll be able to ask questions and share your progress.

3. How long is my course?

Your course is an 8-week commitment. You'll need to commit to completing one module per week. You cannot complete your course in less time as these unlock as you progress.

4. What is the time commitment per week for study and quizzes?

We advise that you allow between 3-4 hours per week to complete tasks and quizzes that assess your learning, watch video content and engage in tasks set by your tutor.

5. What if I don't keep up?

Students are required to complete learning in 8-weeks, although there is a 'fail safe'. We've allowed an additional 2 weeks for you to complete any outstanding tasks or quizzes beyond your course end date. Final tasks must be completed during this time to pass the course. You will be given 1 month to access the platform and download all materials after your course completion date.

6. How will I know I'm making progress?

Your course is divided into 8 learning modules. You'll complete a learning module quiz and task which will offer you a score and/or tutor feedback. Tasks are practical elements of the course which sit alongside your learning, enabling tutors to offer feedback on your strengths and areas to improve on.

7. Does the course offer recognised diploma certification?

Yes! The London College of Style offers certified E-Diploma certification as a recognised educational provider. LCS is accredited by the British Accreditation Council. You will be sent final certification at the end of the course. You will also be given the opportunity to buy a tangible certificate for an additional cost, that can be shipped to a UK or international home address provided.

8. How will I be assessed?

Assessment will be a mix of quizzes and practical tasks set by tutors. Certificates are awarded at Pass, Merit and Distinction grades of achievement on completion of learning.

9. How much content will I receive? Does the course include downloadable materials and videos to watch?

If you're a visual learner or auditory learner this is also for you. As well as extensive reading material you'll receive 8 hours of video masterclass footage as well as imagery, charts and other resources for you to keep.

10. What are the technical requirements? Will I need anything?

You'll need to access your learning on a laptop or tablet, or learning can also be accessed via smart phone. Some downloadable resources or task requirements may ask you to access a Word.doc or spreadsheet or save and upload imagery where these may be more compatible with a laptop or tablet.

11. Is all the learning digital, or do I have to complete assignments physically?

You can complete all the assignments in the comfort and safety of your own home if you wish, maintaining safe levels of social distancing. Our friendly tutors will give your support and options on how you might like to work practically to develop skill from: digital works to asking a family member of your household if it's safe to do. The choice is yours and full support will be given.

12. I want to launch my own career as a blogger with paying clients. Does this course cover this?

This focuses on mastery of skill in social media and blogging engagement as well as developing a blog to monetise with paying clients in time. Completion of the course immediately guarantees you acceptance into the LCS Members Club on a subscription basis, which specialises in on-going business community support, career progression and planning post-learning.

13. Is there a schedule for Live Masterclasses or Group Activities as I don't want to miss them?

Masterclasses and group activities are run live every week (as well as pre-records). You will receive an email confirming the schedule and times of your webinar dates. Webinars are recorded and shared with all students, so you'll never really miss them, no matter what time zone you live in.

14. Can I speak to someone about my course options?

For more information and support please email us admissions@londoncollegeofstyle.com or call us on +44 2030 969966 where a member of our team will assist you. Office hours operate from Monday to Friday, 9am - 5:30pm.