

Social Media and Content Creation

Ayrshire College

Venues

Ayr Campus

Content

On this course you'll develop a range of skills across the creative digital sector, through the following:

Graphic design basics (creation and principals); Photography (shooting and editing); Creating video content (shooting and editing); Writing content for the web; Basic principles of marketing; Investigating social media for business; Social trends and algorithm changes; Social media analytics basics.

Start Date

August

Qualification

Other

Study Method

Full time

Course Length

1 year

Department

Photography and Media

Entry Requirements

4 subjects at National 4, preferably including English and Art and Design. Entry subject to interview. You should be creative with a real interest in communicating words and images.

SCQF Level

5

SCQF Points

«SCQFPoints»

Progression Routes

Other relevant courses at SCQF Level 6

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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