

BTEC Information Technology

Course overview (in order of teaching):

Unit 3: Social Media in Business (25%). This is a coursework unit where you will assess the uses of social media by businesses. You will then have to plan and deliver a social media plan for a local business.

Unit 2: Databases (25%). This is an externally assessed exam taken for five hours over two days. You will be taught how to use all of the complex functions in Microsoft Access.

Unit 1: Information Systems (33%). This is an externally assessed written exam sat in the January of year 13. You will learn about how computer systems work including networks and components.

Unit 6: Web Design (17%). This is a coursework unit where you research the design principles of websites and create a website for the school's sixth form.

What I'd like you to do:

Research social media adverts. You will get many on your own profiles whether they are from pages you follow or sponsored ones. Take note of these. Why do you think they are shown to you? Is there a reason that you're seeing them at a certain time of day? Find out what cookies are and how they are used on the Internet and the sites you use. They have to provide this information by law so take some notes about anything that surprises you.

Compare some social media pages with the website for the same business. See if you can find consistencies and how they manage an advertising campaign. Use the below website to read about campaigns and answer the case study questions for each.

<https://coschedule.com/blog/social-media-campaign-examples/>

Resources

Whilst you will need access to a computer with a word processor on it for your coursework, there are no specific technical requirements for the course as everything is available in school. If you would like to purchase the course textbook, it can be found here:

https://www.amazon.co.uk/Nationals-Information-Technology-Student-Activebook/dp/1292140410/ref=sr_1_2?crid=HQLOQBNS0KY&dchild=1&keywords=btec+ict+level+3&qid=1591964238&srefix=btec+ic%2Caps%2C159&sr=8-2

I look forward to seeing you in September.