

A LEVEL IT

Year 12



Introduction to Social Media in Business

In this term, we will explore how social media platforms like Facebook and Twitter are used by businesses to promote their products. You'll learn about different social media websites, their features, and how they can help businesses connect with their audience. We'll also discuss the different types of content businesses post and why they do it.

How I'll be assessed...

- Formative:** Knowledge Quizzes
- Summative:** Pre-Assignment- Learning Aim A



Advanced Social Media Strategies

This term focuses on creating successful social media campaigns. You'll research real-world examples, learn about the risks involved in using social media for business, and start planning your own social media strategy. A guest speaker will provide insights into effective social media marketing.

How I'll be assessed...

- Formative:** Knowledge Quiz & Small Group Activities
- Summative:** Learning Aim A- Plan



Social Media Planning and Execution

We'll dive deeper into planning a social media strategy this term. You'll learn to set timelines, choose the right social media platforms, and plan engaging content. We'll also cover how to use keywords and schedule posts to maximize engagement.

How I'll be assessed...

- Formative:** Further Knowledge Quizzes + Planning
- Summative:** Learning Aim B- Design



Implementing Social Media Plans & Introduction to Databases

This term is split between finalizing your social media plans and starting our unit on databases. You'll develop online communities and create social media policies. Then, we'll shift to understanding the basics of databases, including how they store and organize data.

How I'll be assessed...

- Formative:** Application of skills- social media
- Summative:** Learning Aim C- Create



Database Management and Social Media Integration

We'll continue implementing our social media strategies while diving deeper into database management. You'll learn to create and manage social media profiles, adapt content for different devices, and integrate social media with business websites. In the database unit, we'll cover data manipulation, user administration, and security.

How I'll be assessed...

- Formative:** Web Based Interactive Assessments
- Summative:** Exam Unit 2- Creating Systems to Manage Information



Data Analysis and Concepts & Website Analysis

In the final term, you'll learn to analyse data to improve your strategies.. For databases, we'll focus on advanced concepts like normalisation and relational database practices and evaluate the effectiveness of your database designs. We also briefly look at the start of Unit 1 where we analyse the design of websites in depth.

How I'll be assessed...

- Formative:** Web Based Interactive Assessments, Past Papers
- Summative:** Unit 1- IT Systems

