

| Curriculum Plan | | Subject | IT - BTEC | Year | 13 |
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| | | W/C 2 nd November | W/C 9 th November | W/C 16 th November | |
| How you will access home learning | | Each lesson we will start with questions on Microsoft Teams “ Posts ” – section - This will be Unit 3 – Learning Aim A content. You will be expected to reply to post and or vote on Polls. | | | |
| How you be able to interact with your teacher and gain feedback on your work | | You can contact via Microsoft teams – “ Chat ” or Email For live lessons you need to be logged onto Microsoft Teams and click on to Meet – tool Reply to Posts Submit work – via Assignments - Attend live lessons | | | |
| Retrieval Focus How we will help you to recall previously learnt knowledge | | Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services. You will be asked about; A1 Social media websites <ul style="list-style-type: none">➤ Developments in social media affect the way businesses promote products and services:➤ Social media websites are constantly evolving and new features are introduced regularly. | Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services. You will be asked about; A1 Social media websites <ul style="list-style-type: none">➤ Features, structure and target audience of different social media websites, e.g. FacebookTM, Twitter, LinkedIn®, Google TM + and YouTube TM. | Learning Aim A – Explore the impact of social media on the ways in which businesses promote their products and services. You will be asked about; A1 Social media websites <ul style="list-style-type: none">➤ How businesses can use social media websites to support their business aims and needs,➤ Features of social media websites tailored to business needs, including: o advertising o linking to previous e-commerce site search history and display of search related adverts o website and mobile device integration o relationship to SEO (search engine optimisation) o profile on the sites, (age, gender, income) of social media websites. | |
| New Learning | What you will be learning about this week | You will learn about; A2 Business use of social media You will Discuss <ul style="list-style-type: none">➤ Which social media promotion campaigns work for them You will research/Feedback <ul style="list-style-type: none">➤ Choosing a favourite social media campaign learners research their | You will learn about; A2 Business use of social media You will prepare for visit to Showroom Cinema get questions ready You will Discuss How does their company’s use of social media compare to other organisations that learners have researched? | You will learn about; A3 Risks and issues You will Discuss The downsides of using social media • You will research <ul style="list-style-type: none">➤ Explain the potential business risks of using social media. | |

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| | | <p>favourite social media campaign and prepare to explain the reason for their choice.</p> <ul style="list-style-type: none"> ➤ You get feedback on the reasons for their choice of social media campaign.. <p>Developing techniques and word bank to use key specialist terms 4th November handout of Learning A Assignment Brief</p> | <p>You will research</p> <ul style="list-style-type: none"> ➤ Similar business Cinemas and find out their use of social media <p>Developing techniques and word bank to use key specialist terms Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom). Delivery PP – 61-69 Visit Showroom planned 12th November 2020</p> | <ul style="list-style-type: none"> ➤ Negative comments on social media sites and damage to reputation. Ask Following questions; ➤ What might be the unforeseen consequences of posted content? ➤ Constraints on social media interaction and the return on time investment. ➤ The increased vulnerability of social media to cyber criminals <p>Developing techniques and word bank to use key specialist terms Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom). Delivery PP – 61-69</p> |
| | How we will teach you the new knowledge or ideas | <p>Each week you will be sent resource materials accessible via Microsoft Teams and set on SMHW (G. Drive will also have resource materials)</p> <p>Recorded PowerPoints taking you through the new content.</p> <p>The PowerPoints will be linked to relevant video clips to aid your learning. The PowerPoints will available via Microsoft teams & G.Drive</p> | | |
| | Activities that will help you learn and practice what you've been taught | <p>Activities and questions will be set for each topic and you will be expected to complete and upload via Microsoft Teams or Email.</p> <p>The activities will range from Questions on Posts/ICT Book Activities Research</p> | | |
| | What you can do if you're stuck | <p>Firstly, re-watch/listen to the PP Read through the exam board the sample work (available in MT) If still stuck email Mrs Saddiq/Mr Wright</p> | | |
| | <p>Checking in</p> <p>How we will check in with you to support you with your remote learning</p> | <p>MS TEAMS allows teachers to see progress on the worksheets and screen grabs of the practical tasks.</p> <p>We also use the IT Journal for the students to update their teacher on their progress through each section.</p> <p>If no progress is shown in either location first contact is to be made through email to student and HoY.</p> | | |

| | | W/C 23 rd November | W/C 30 th November | W/C 7 th December | W/C 14 th December |
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| How you will access home learning | | Each lesson we will start with questions on Microsoft Teams “ Posts ” – section - This will be Unit 3 – Learning Aim A content. You will be expected to reply to post and or vote on Polls. | | | |
| How you be able to interact with your teacher and gain feedback on your work | | You can contact via Microsoft teams – “ Chat ” or Email For live lessons you need to be logged onto Microsoft Teams and click on to Meet – tool Reply to Posts Submit work – via Assignments - Attend live lessons | | | |
| Retrieval Focus How we will help you to recall previously learnt knowledge | | You will be asked about; A2 Business uses of social media <ul style="list-style-type: none"> ➤ Posting different content formats, e.g. text, images, video, links, polls and quizzes. ➤ Content focus and meaning, e.g. information, promotion, humour, special offers and customer service. ➤ Developing an audience and encouraging people to follow or ‘like’ the business through the creation and use of engaging content. ➤ Keywords and their use in posted content. | You will be asked about; A2 Business uses of social media <ul style="list-style-type: none"> ➤ Developing contacts by following and linking relevant businesses and individuals, and sharing content posted by others. ➤ Direct and indirect advertising. ➤ Links to other commercial information, e.g. company website, e-commerce websites. | You will be asked about; A2 Business uses of social media <ul style="list-style-type: none"> ➤ Relationship between social media website and company website, e.g. using: social media buttons on the company website ➤ Company website links within social media posts that encourage visits to e-commerce site to make purchases ➤ Social media news feeds on the company website. | You will be asked about; A3 Risks and issues <ul style="list-style-type: none"> ➤ Negative comments on social media sites and damage to reputation. ➤ Time constraints on social media interaction, return on time investment. ➤ Unforeseen consequences of posted content. ➤ Security issues related to increased company profile as a result of use of social media: o ➤ Dangers of virus infection ➤ Potential for blackmail/ransom |
| | What you will be learning about this week | You will learn about; Developing techniques and word bank to use key specialist terms <ul style="list-style-type: none"> ➤ Choosing professional PP design & Use of Speaker Notes & | You will learn about; Developing techniques and word bank to use key specialist terms Developing good techniques to conduct research on he internet making a bank of | You will learn about; Developing techniques and word bank to use key specialist terms Print Screen & labelling Screenshots | You will learn about; Developing techniques and word bank to use key specialist terms <ul style="list-style-type: none"> ➤ Researching small business and gathering evidence for |

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| New Learning | | <p>Developing a Bibliography</p> <p>➤ Researching small business and gathering evidence for assignment</p> <p>Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 61-69</p> | <p>good research links which can be useful for assignment</p> <p>➤ Researching small business and gathering evidence for assignment</p> <p>Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 61-69</p> | <p>➤ Researching small business and gathering evidence for assignment /social media platforms focusing on benefits</p> <p>Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 61-69</p> | <p>assignment social media platforms focusing on drawbacks</p> <p>Assignment writing: You should work independently on the live assessment for learning aim A (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 61-69</p> |
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