

Curriculum Plan		Subject	BTEC IT	Year	13
		W/C 22 nd /February/2021	W/C 1st March 2021	W/C 8 th March 2021	
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 B & C 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 Posts 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 How we will help you to recall previously learnt knowledge		Learning Aim A – You will be asked about; How businesses build communities on social media platform focus will be Instagram	Learning Aim A – You will be asked about; How businesses build communities social media platforms small business focus will be Twitter	Learning Aim A – You will be asked about; How build communities social media platforms small business focus will be Facebook	
		Learning Aim B: Develop a plan to use social media in a business to meet requirements You will research and select social media platforms for your small business campaign - <i>You will look at social media campaigns and review how to develop a plan – with timescales and which are realistic.</i> <i>You will learn about a number of techniques that a business can use to</i>	Learning Aim B: Develop a plan to use social media in a business to meet requirements You will learn about how to develop a Social Media Policy – through research of existing policies <i>You will learn there are number of risks and issues associated with the business use of social media.</i> <i>You will learn about the document and guidelines for the use of social media within a company and anyone in the company who is associated</i>	Learning Aim B: Develop a plan to use social media in a business to meet requirements You will learn about budgets and how to allocate money to social media campaign – <i>You will learn why small businesses would benefit from paid social media content –</i> <i>You will carry out research on pricing structures for social media platforms</i>	
New Learning	What you will be learning about this week				

help develop an online social media community.

Posting content that will be of interest to the business's target audience and avoiding the 'hard sell' approach has already been mentioned, but there are many other promotional techniques that can be used.

- Submit Final Social Media Content Plan
- Report – Introduction

Research : You should work independently on the tasks for learning aim C (further work will be needed on this outside of the classroom).

Developing techniques and word bank to use key specialist terms

Research & Planning : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).

Delivery PP – 93 - 96-

Read through the exam board the sample work (available in MT)

with the use of social media should be aware of the contents of the policy.

- Submit Final Social Media Policy
- Report - Aims and Objectives

Research : You should work independently on the tasks for learning aim C (further work will be needed on this outside of the classroom).

Developing techniques and word bank to use key specialist terms

Research & Planning : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).

Delivery PP – 97- 99

Read through the exam board the sample work (available in MT)

- Submit Final Social Media Budget Allocation
- Report – Description Social Media Platform's Selected
- Meeting 1 – Review 1 (103 - 104)

Research : You should work independently on the tasks for learning aim C (further work will be needed on this outside of the classroom).

Developing techniques and word bank to use key specialist terms

Research & Planning : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).

Delivery PP – 100

Read through the exam board the sample work (available in MT)

	<p>How we will teach you the new knowledge or ideas</p>	<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 Live Teams Session/ 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>	<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 Live Teams Session/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>	<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 Live Teams Session/ 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>
	<p>Activities that will help you learn and practice what you've been taught</p>	<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 Assignment Submission</p>	<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 Assignment Submission</p>	<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 Assignment Submission</p>
	<p>What you can do if you are stuck</p>	<p>Firstly, re-watch/listen to the PP</p> <p>Read through the exam board the sample work (available in MT)</p> <p>If still stuck email Mrs Saddiq/Mr Wright</p>	<p>Firstly, re-watch/listen to the PP</p> <p>Read through the exam board the sample work (available in MT)</p> <p>If still stuck email Mrs Saddiq/Mr Wright</p>	<p>Firstly, re-watch/listen to the PP</p> <p>Read through the exam board the sample work (available in MT)</p> <p>If still stuck email Mrs Saddiq/Mr Wright</p>

Curriculum Plan		Subject	BTEC IT	Year	13
		W/C 15th March	W/C 22nd March	W/C 29th March	
How you will access home learning		Each lesson we will start with questions on Microsoft Teams “Posts” – section - This will be 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 How we will help you to recall previously learnt knowledge		You will be asked about; Learning Aim A Gathering feedback via social media focus will be Pintrest	You will be asked about; Learning Aim A Communicating with customers focus with Twitter	You will be asked about; Learning Aim A Engaging and enticing customers focus will be Google Ads & Youtube	
New Learning	What you will be learning about this week	<p>You will learn about;</p> <p>C: Implement the use of social media in a business.</p> <p>Gather feedback from customers/clients</p> <p>Focus Facebook</p> <ul style="list-style-type: none"> ➤ You will review and refine the social media plan, ➤ Making sure you have built in techniques will gather feedback from clients and potential users (that is, the target audience). 	<p>You will learn about;</p> <p>C: Implement the use of social media in a business.</p> <p>Implementing Live Campaign on Social Media</p> <p>Focus Youtube/Facebook/Instagram/Twitter/</p> <ul style="list-style-type: none"> ➤ You will Implement & Develop Social Media Campaign - On chosen media platforms (Fakebook/Instagram /YouTube/Pinterest/Twitter) ➤ Report –Implementing Campaign ➤ Meeting 2 – Review 1 (103 -104) 	<p>You will learn about;</p> <p>C: Implement the use of social media in a business.</p> <p>Analyse - Live Campaign on Social Media</p> <p>Focus Youtube/Facebook/Instagram/Twitter/</p> <ul style="list-style-type: none"> ➤ You will analyse the engagement you have with your live campaigns ➤ Report – Describing/ Explaining if targets are met by campaign 	

		<ul style="list-style-type: none"> ➤ You will learn about feedback from clients the different forms of analysis from a Social media analytic tool such as Facebook Insights. ➤ (Report – Targets Setting for SOCIAL Media Campaign ➤ Meeting 1 – Review 1 (103 - 104) <p>Research : You should work independently on the tasks for learning aim C (further work will be needed on this outside of the classroom).</p> <p>Developing techniques and word bank to use key specialist terms</p> <p>Implementing : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 101</p>	<p>Research : You should work independently on the tasks for learning aim C (further work will be needed on this outside of the classroom).</p> <p>Developing techniques and word bank to use key specialist terms</p> <p>Research & Planning : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).</p> <p>Developing techniques and word bank to use key specialist terms</p> <p>Implementing : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 108-109</p>	<ul style="list-style-type: none"> ➤ Meeting 3 – Review 1 (103 -104) <p>Research & Planning : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).</p> <p>Developing techniques and word bank to use key specialist terms</p> <p>Implementing : You should work independently on the live assessment for learning aim B (further work will be needed on this outside of the classroom).</p> <p>Delivery PP – 110-118</p>
	<p>How we will teach you the new knowledge or ideas</p>	<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>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>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>

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