

# BTEC IT Level 3 Transition

In your first year you will prepare for an exam on databases. This exam will be practical and taken on a computer. You will also complete a piece of coursework on how business use social media.

To be successful in this course you will have to be independent and creative. Be able to think logically and like using computers. You will need to spend time problem solving and also using the Internet for research, find and follow tutorials and learn the best method of learning for you. The most successful students want to learn more than the work that is prescribed. You will experiment and use the tools and techniques you learn along the way. You may apply the skills you are learning to setup or run your own business and some students have done this rather than getting a part time job.

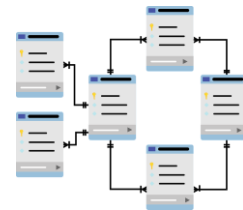
## Unit 2- Databases

You will learn about databases and specifically we will use Microsoft Access but you do not need this software to do the course.

It would be really useful to have a good basic understanding from which you can build up.

Follow and take notes from:

<https://www.bbc.co.uk/bitesize/topics/zwm6fg8>



Optional - but useful: SQL (Structured Query Language) is a language for querying databases. To gain the best possible grades it would be really helpful to learn. You can follow some online learning on:

- <https://www.codecademy.com/learn/learn-sql>
- Or <https://www.khanacademy.org/computing/computer-programming/sql>
- Or <https://www.w3schools.com/sql/> (Choose the one that suits you)



Do keep notes of your learning which you can use next year.

## Unit 3 - Social Media

Unit 3 consists of three learning aims and each will be graded individually:

- Learning Aim A - Explore the impact of social media on the ways in which businesses promote their products and services
- Learning Aim B - Develop a plan to use social media in a business to meet requirements
- Learning Aim C - Implement the use of social media in a business



Learning Aim A is scenario based and will consist of a presentation and speaker notes. We will be looking at the key features of social media platforms and how these can be tailored to a business. You will be required to carry out research on the benefits of using social media as a method for promotion and advertising and how it compares to traditional methods such as newspapers. You will not be required to present your findings or coursework to the class.

Learning Aim B and C will run together as Learning Aim B is planning a social media campaign which will be implemented as part of Learning Aim C. Using your knowledge for Learning Aim A, you will create a social media business plan in which you will decide on the best features of social media and methods of advertising in order to meet specific business requirements. You will then simulate the implementation of your social media plan through a series of “fake” social media posts and evaluate its success.

In order for you to be best prepared to start Learning Aim A, please carry out the following research tasks. Ensure you keep your findings as these will make useful notes for when you come to create your presentation and speaker notes.

### Useful website for research

- Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes: **[www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)**
- Social Media Today also focuses on social media marketing for business: **[www.socialmediatoday.com](http://www.socialmediatoday.com)**
- Mashable is blog site with a UK based version with lots of up-to-date articles on social media: **<http://mashable.com/social-media/>**
- Articles from the UK Guardian newspaper on a wide range of issues related to social media: **[www.theguardian.com/media/social-media](http://www.theguardian.com/media/social-media)**
- Social Media Platform Comparison  
**<http://meyerfoundation.org/sites/default/files/files/SWT-Platform-Comparison-090414.pdf>**

### Task 1

Research the key features of the main social media sites, an example has been done for

you.

**Keyword - Target Audience:** A particular group at which a product or advertisement is aimed

	Key Features	Target Audience
YouTube	<ul style="list-style-type: none"><li>• Upload videos, and create your own video channel which others can subscribe to</li><li>• Carry out simple editing on videos</li><li>• Subscribe to YouTube channels that companies or individuals have created</li><li>• There is a vast range of videos on YouTube including music videos and instructional videos</li><li>• For a business with a physical product it can be a great place for product demonstration</li></ul>	<ul style="list-style-type: none"><li>• Individuals who want to upload videos</li><li>• Businesses that want to promote their product with a video</li><li>• People who want to watch music videos or any other video that may interest them</li></ul>
Facebook		
Instagram		
Twitter		
Snapchat		

## Task 2

Through your own personal use of social media you will have seen how businesses use social media in a number of different ways. The main ways in which a business uses social media are as followed:

- Promoting a product through direct advertising
- Communicating with customers
- Running competitions and other activities
- Customer service

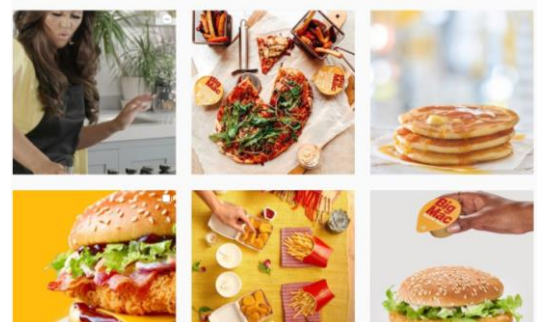
Your task is to investigate the use of social media by two different companies. One should be a large national or international business and the other a small local business. How you present the findings of your investigation is up to you. The purpose of this task is for you to become familiar with the different ways in which a business uses social media and be comfortable exploring a business profile.

A short , international example has been done for you. The same concept applies to small local businesses, however they might use some of the key features differently.

### McDonalds - Instagram



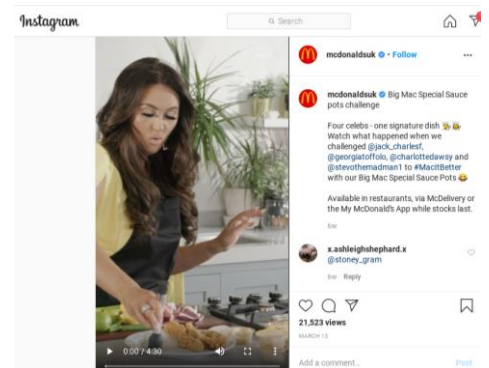
The above screenshot shows the profile page for McDonalds UK. Straightaway the visitor to the page can see the McDonalds logo as the profile picture and a link to an external website encouraging visitors to donate to their chosen charity. McDonalds have also made use of Instagram stories. The “Help” story has been used as a method of customer service, it takes the visitor through some frequently asked questions and provides a link to their main website for further help. The other stories have been used as fun activities in which the visitor can interact with and share onto their own profile to help build McDonalds brand.





Each post has a caption promoting the product which includes a question to their followers. This shows that McDonald's are trying to communicate with their customers and encourage interaction amongst their followers.

McDonald's have also used one of the key features of Instagram, the IGTV. Again, they have used a number of celebrities to help promote their products and encourage their followers to engage and take part in a number of different challenges.



Finally, McDonalds allow their followers to tag them in their own posts. This allows people to share their experience at McDonalds and their opinions on their products. Again this allows customers and followers to interact with each other but more importantly provides feedback to McDonalds about their products and customer experiences in their restaurants.

