

BTEC Level 3 in Information Technology

Mr Tagliarini

Induction lesson



Learning objectives:

- To know the course content for Pearson BTEC Nationals Level 3 IT
- To know the expectations when taking IT at Haileybury Turnford

Title: BTEC Level 3 in IT

Learning objectives

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Key words:

Expectations

Punctuality

Organisation

Scheme of

Learning



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Explanation

Course Description

This course is designed for you if you are interested in an introduction into the study of creating IT systems to manage and share information alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in IT.



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Explanation

What skills will you get?

You will:

- Develop a common core of IT Knowledge and study areas such as the relationship between hardware and software that form an IT system, managing and processing data to support business and using IT to communicate and share information.
- Develop personal skills in the areas of leadership, team working, communication and problem solving. They will also develop their skills in the areas of systems analysis, interface design, software development and problem management.



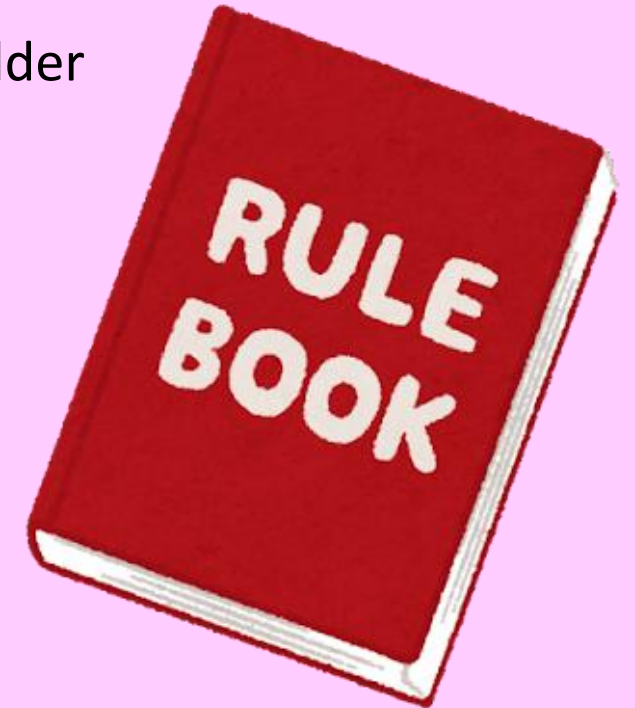
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Explanation

Core Expectations for **Every Lesson**

1. **Attend lessons on time** and in **professional attire**
2. **Be prepared** for each lesson by ensuring you **bring the appropriate equipment**
3. Ensure **all work is organised** in the appropriate section of your subject folder
4. **All deadlines must be met** to avoid a 6 week “Risk of Failure” program
5. **Respect the classroom**, Replace chairs, Rubbish in bins
6. Speak to **ALL** members of the HT community with respect
7. **No mobile phones/AirPods** to be used in lessons or around the school
8. **Starters are to be completed in silence**
9. Be proactive and not reactive
10. **Expect to work harder than you ever have before**

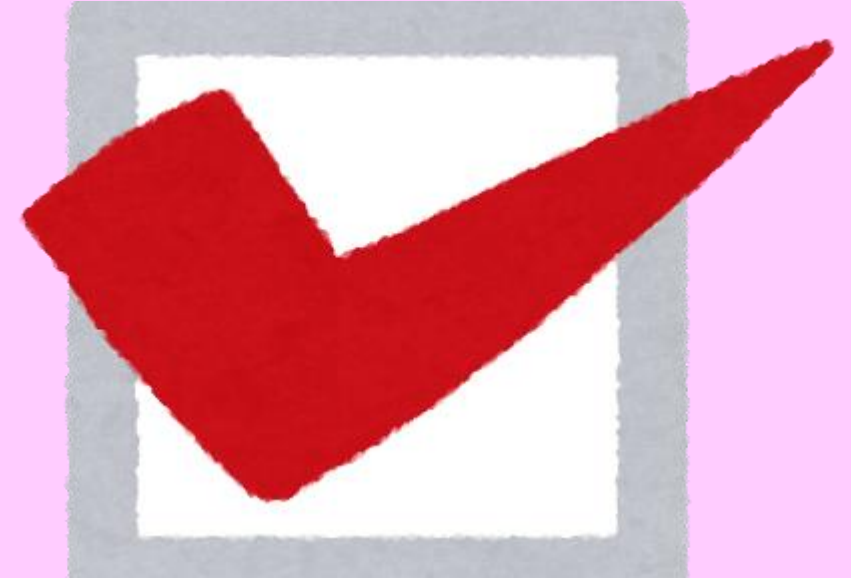


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Missing Lessons

- Students are expected **to attend all lessons.**
- If there is a circumstance where this is completely necessary (e.g. medical appointments) students must speak to their teacher before the day to find out what they will be missing.
- They must write up lesson notes (borrowing them from another student) and present this to their teacher at the start of the following lesson. This includes time out of school because of illness.

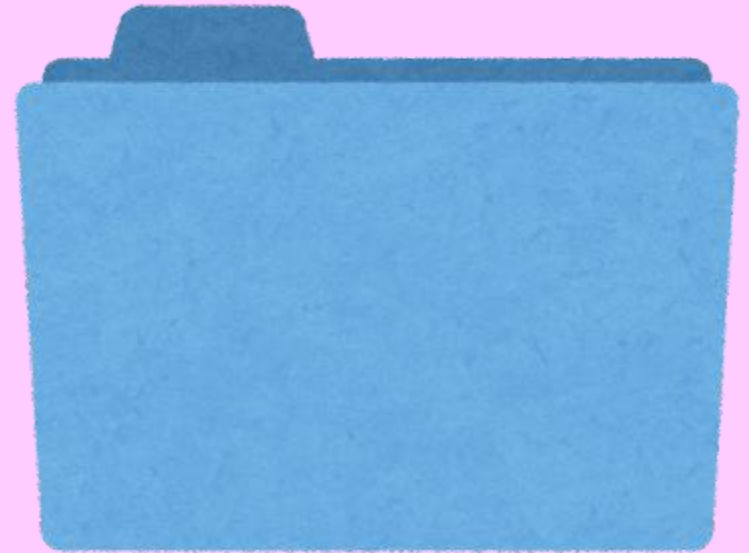


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Standard Ways of Working

- You must **keep all of your coursework saved on the school network.**
- It is advisable to **backup your work on OneDrive** but this should be a secondary copy.
- Anyone who loses work cannot be compensated with time.
- You are expected to keep your electronic documents in order, including using appropriate file names and a suitable folder structure.



Learning objectives:

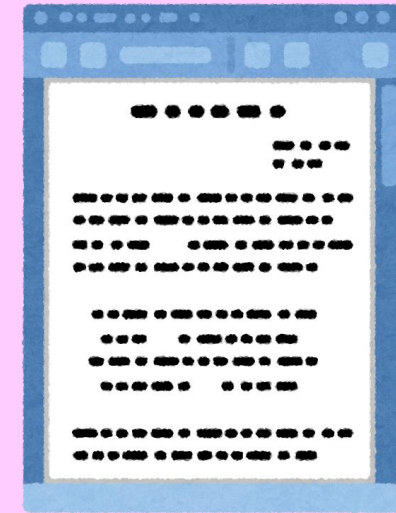
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Explanation

Expectations

Equipment

- Microsoft 365 or Google Drive to produce written work.
- Relational Database Management Software (RDBMS)
- A lever arch folder or ring binder folder.



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Homework

Homework for BTEC ICT is often preparing for coursework and as such students should be aware that if they do not complete homework task that they will be disadvantaged when their coursework is submitted for marking.



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Explanation

Units to be studied

There are three **mandatory** units

- Unit 1: Information Technology Systems [**Exam**]
- Unit 2: Creating Systems to Manage Information [**Controlled Assessment**]
- Unit 3: Using Social Media in Business. [**Coursework**]

And one optional unit:

- Unit 5: Data Modelling [**Coursework**]



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Schemes of learning

- **Year 12**
- **Unit 3 (M)** Sep 2023 – May 2024
- **Unit 2 (M)** Sep 2023 – May 2024 (Can re-sit once if need be)

- **Year 13**
- **Unit 1 (M)** Theory Jun 2024 – Dec 2024
EXAM in Jan 2024 (Re-Sit in May if need be)
- **Unit 5 (O)** Jan 2025 – Apr 2025



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Unit type: Internal

Guided learning hours: 90

Unit in brief

Learners explore how businesses use social media to promote their products and services. Learners also implement social media activities in a business to meet requirements.



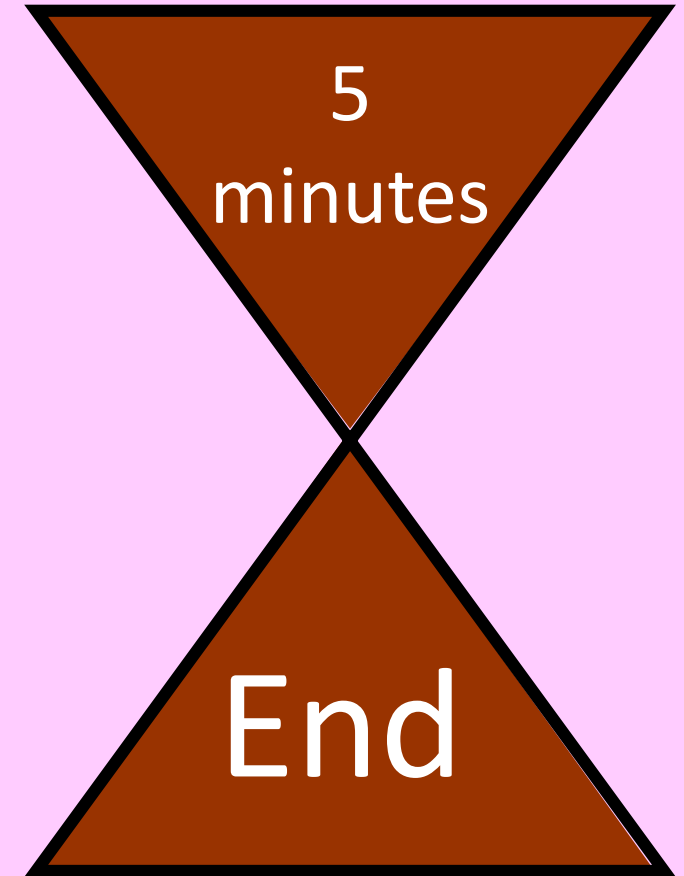
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Starter

Categorising Social Media

- Make a list of different Social Media platforms.
- Then think of a way of **categorising** those Social Media sites. Which sites would you group together and why?

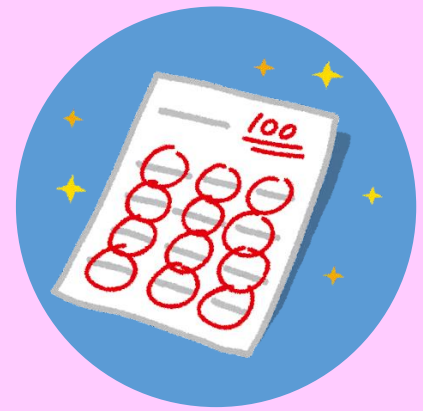


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Checking Progress

Categorising Social Media



- **Networking** - Social Media with the purpose being able to keep in touch with friends, family and work colleagues.
- **Creating** – Social Media that is designed around user generated content such as videos, photos and music.
- **Blogging** – Social Media designed for sharing articles about various topics
- **Discussion** – Social Media designed around the discussion of various topics.
- **Reviews** – Social Media designed around reviewing various things.



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Title: Social Media in Business

Learning objectives

- ❑ To be able to understand how businesses use Social Media to support business aims and needs.

Key words:

Brand
Promotion
Communication
Customer Service
Queries
Management



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Explanation

Creating an image or brand

- In order to stand out, businesses need to have a good public image that customers can quickly recognise.
- A business can create their image in a variety of different ways.

What ways do you know of how a business can create their image/brand?

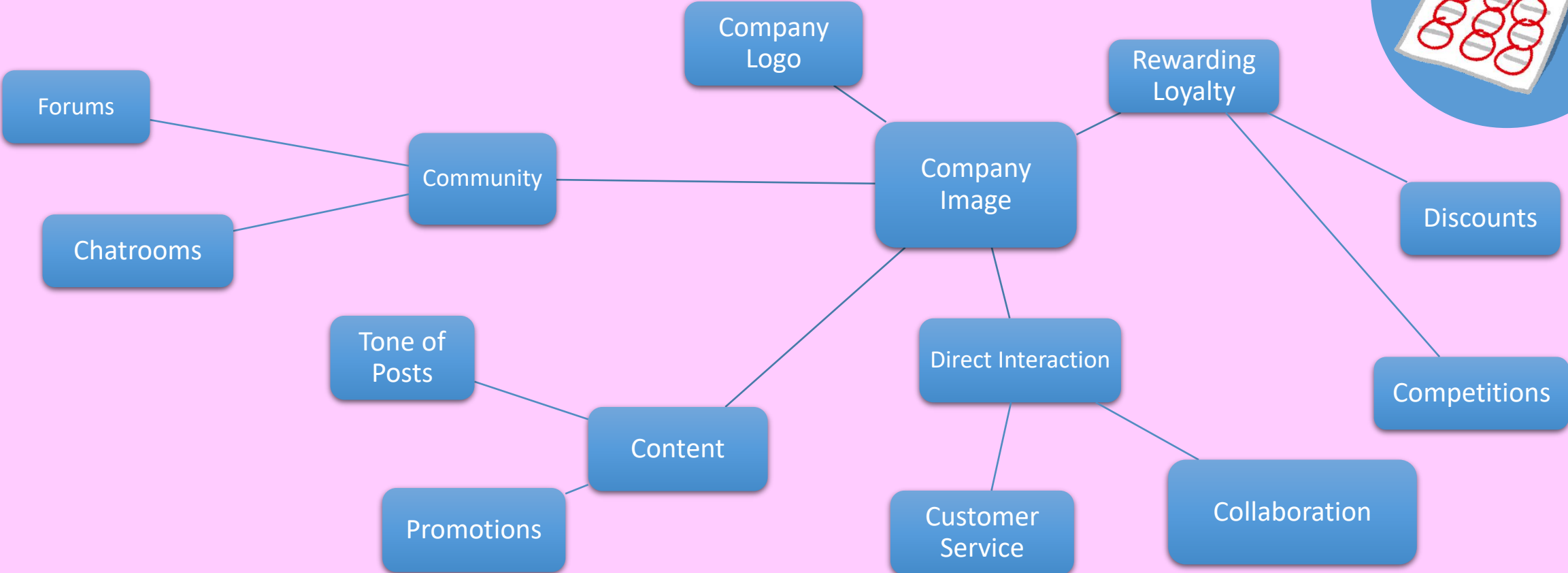


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Checking Progress

Creating an image or brand



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Explanation

Brand Loyalty

- **Brand Loyalty** is where eventually a business will have customers who will always do business with you. These are essentially your regular customers.
- By having a good Social Media presence, you will be able to ensure that customers are loyal to doing business with your company.

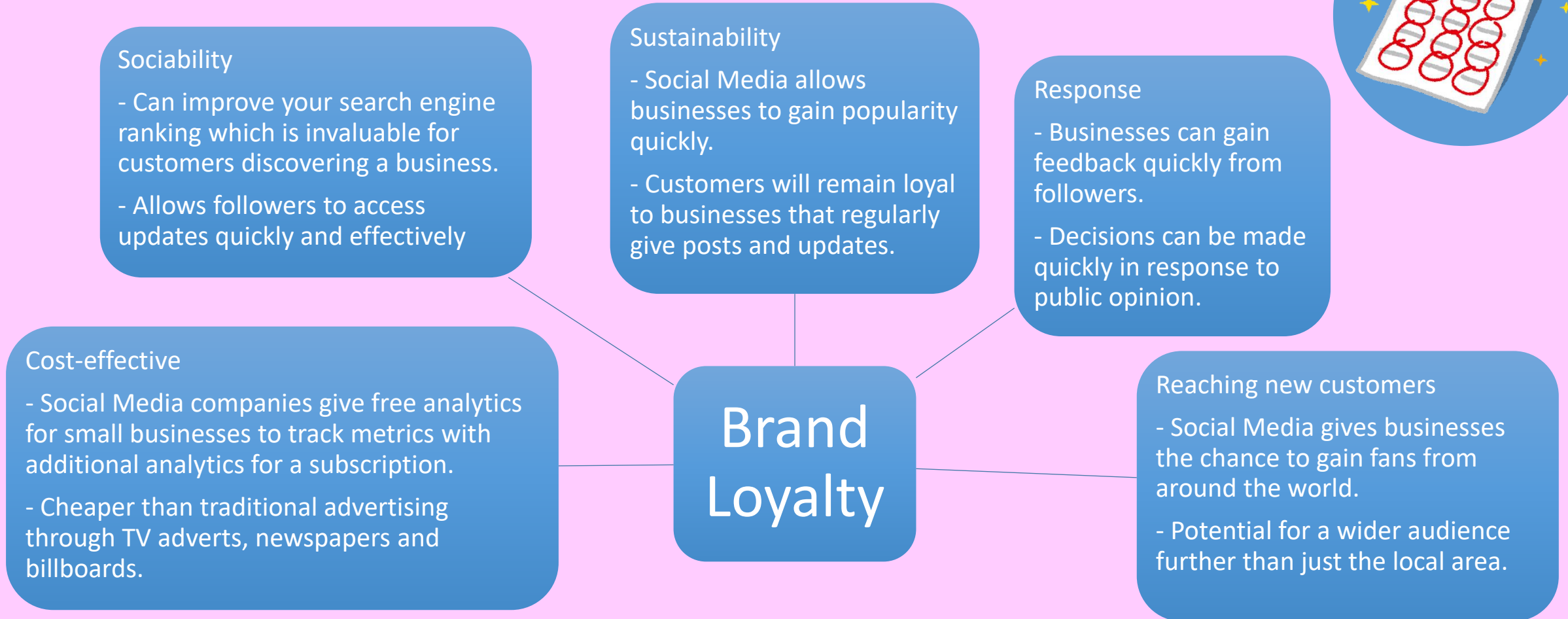
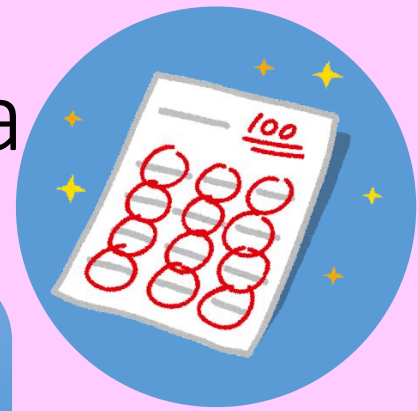


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Checking Progress

Brand Loyalty and Social Media



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Explanation

Promotions

- Social Media allows for quick and cheap promotion of products to a wide audience. This can be done with:
 - Images (teasers, diagrams)
 - Videos (unboxings, trailers, sizzle reels)
 - Polls (multiple choice)

What examples of Social Media Promotions do we know about?



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Explanation

Examples of Social Media Promotions

- Greggs announced their new Vegan Sausage Roll in 2019. It had a 30 second trailer, and a short post with the release date and hashtag.

What makes this Social Media Campaign effective based on this tweet?



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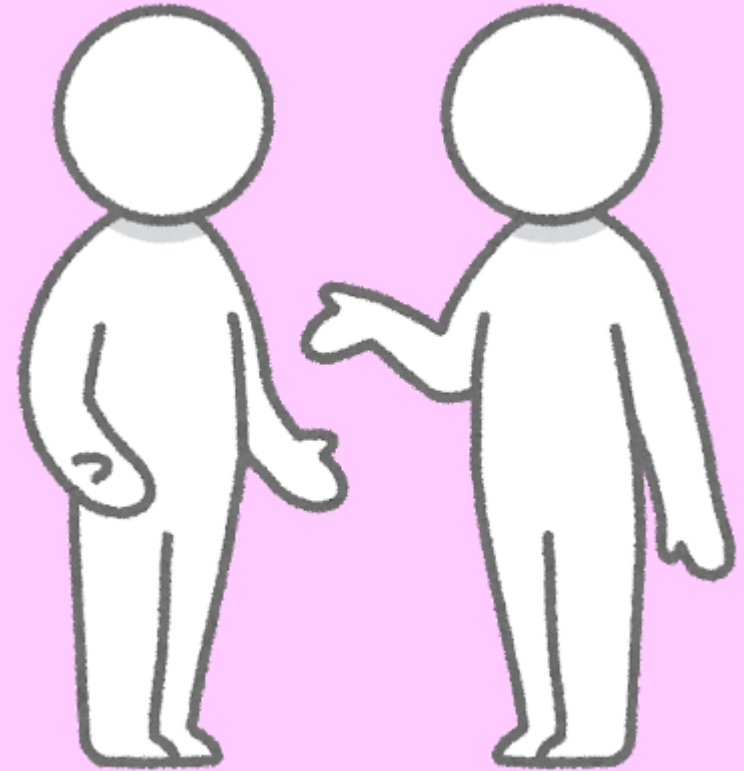
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Explanation

Communication

- Being able to communicate with customers effectively will support business needs.
- Communication needs to be in tone with the branding of the business however.
- Talking in a different tone could cause customers to be confused or create negative publicity.

Where have you seen brands on Social Media “break character”?



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Explanation

Customer Service

- Business Social Media accounts are also used for customer service requests.
- These can be a good way of generating a helpful image to consumers.
- Though, requests need to be attended to quickly or it may lead to negative publicity for the business.

Where have we seen examples of poor customer service on Social Media?



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Explanation

Examples of Customer Service

- Xbox have separate accounts for Customer Service and Support which many businesses do not tend to have.
- There is also an option to send the Support account a Direct Message if the issue needs to be addressed privately.
- Starbucks handle Customer Service in a more casual and polite tone using words like “friend” and thanking the customer for understanding.

What are the benefits of having a separate account for Customer Service requests?



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Explanation

Resolving Queries + Managing Issues

- Customers may have questions and issues that may need to be addressed.
- Social Media teams not only need to engage their audiences but they also need to be knowledgeable about their products.

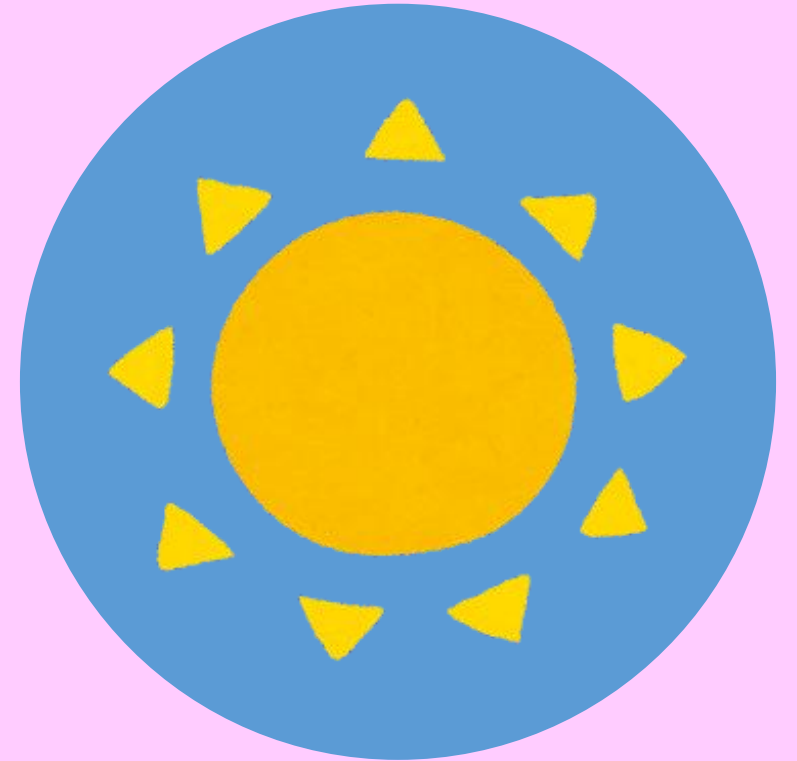
Why do Social Media teams need to be knowledgeable about the products the business sells?



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- Pick **one business on one Social Media website** and analyse how that business runs their Social Media account. You need to talk about the following:
 - How they advertise and promote their products.
 - How they handle customer service.
 - How they communicate with their customers.
- You need to judge how successful you think the company is handling their Social Media account.



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