



Welcome soon to be year 12

Bridging unit for BTEC ICT



# Course

- 4 units of work

## **Year 12**

- 2 pieces of coursework – Business using social media
- Exam – database practical

## **Year 13**

- 2 piece of coursework on web design
- Written theory exam

# How do businesses use social media?

In many ways such as:-

- Promoting products and/or creating a brand image
- Communicating with customers
- Customer service
- Recruitment / Hiring staff
- Promotions
- Seeing their competitors
- Evaluating their products

# The assignment

- Miss Ali has set you bridging work
- Now your task is to bring all that together into one PowerPoint
- The PowerPoint title is

***“Explore the different ways in which a business can use social media”***

- You will take each one of the ways that businesses use social media and investigate how they do this
- You will need real world examples which you will have to research and use logged where you have got your research from

# Points to note

- Your teachers will tell you more about the assignment but essentially you are doing this PowerPoint to present to a group of businesses wanting to know more about how they could use social media to improve their business
- Therefore you need to think about how to present the information
- You will need to have plenty of information in case you are asked questions but keep the main slides for the presentation
- You will put your extra information in what we call speaker notes
- These speaker notes can be seen by you as you are giving the presentation but not by the audience
- You must also back up everything you have said with evidence. So if you say businesses use it to send special offers then you need a real example and you also need to reference where you got the information
- **THIS WORK SHOULD TAKE YOU APPROXIMATELY 5 HOURS**

# Harvard style of referencing

- It is critical that you reference any information that is not yours
- If not this is known as plagiarism
- You need to acknowledge where you got the information
- For this you use a system called the Harvard Style of referencing on a bibliography