



HALF TERM 1.1 Sep - Oct	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A
TOPIC (S)	A1: Social media websites	A2: Business uses of social media	A3: Risks and issues	Assignment
Knowledge & Skills development	Understand the developments in social media affect the way businesses promote products and services How businesses can use social media websites to support their business aims and needs Features of social media websites tailored to business needs How risks and issues can impact a business through social media			Application of knowledge to a given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – Verbal Feedback			End of Topic Assignment
Key Vocabulary	Image/Brand – Products/services – communication – customer service – advertisement – e-commerce – integration – SEO – profiles – content formats – content focus – audience – keywords – hashtags – community – virus – blackmail			
Literacy/Reading opportunities	Benefits of Social Media for Business The Impact of Social Media on Business See You On the Internet The End of Marketing			
Cross Curricular Themes				
Personal Development (Including British Values, RSE, Citizenship)	<ul style="list-style-type: none"> • Listening to others • Responding suitable in discussions • Taking part in group activities 			
Career Opportunities	Content Manager - Social Media Specialist - Digital Media Supervisor - Engagement Coordinator - Social Media Analyst - Online Community Manager - Public Relations Manager - Digital Marketing Manager			