



## MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 1.2 NOV - DEC	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B
TOPIC (S)	B1 Social media planning processes	B2 Business requirements	B3 Content planning and publishing	B4 Developing an online community	B5 Developing a social media policy	B6 Reviewing and refining plans	Assignment
Knowledge & Skills development	Planning the potential use of social media in a business	Requirements for the use of social media	Planning posts and other content	Strategy to encourage online community building	Social media policy applicable to businesses	Improve the quality, effectiveness and appropriateness	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 – feedback – refining – philosophy						
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"> <li>• Listening to others</li> <li>• Responding suitable in discussions</li> <li>• Taking part in group activities</li> </ul>						
Career Opportunities	Content Manager - Social Media Specialist - Digital Media Supervisor - Engagement Coordinator - Social Media Analyst - Online Community Manager - Public Relations Manager - Digital Marketing Manager						