



MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 3.2 Jun - Jul	Unit 3 Learning Aim: C	Unit 3 Learning Aim: C	Unit 3 Learning Aim: C	Unit 3 Learning Aim: C	Unit 3 Learning Aim: C	Unit 3 Learning Aim: C
TOPIC (S)	C1 Creating accounts and profiles	C2 Content creation and publication	C3 Implementation of online community building	C4 Data gathering and analysis	C5 Skills, knowledge and behaviours	Assignment
Knowledge & Skills development	Understand the creation and administration of social media website business accounts.	Produce, publish and manage content	Implementation of an online community building strategy	Gathering and interpreting data on social media websites using dedicated tools,	Evaluating outcomes	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 – 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"> • 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					