

# ICT Level 3 BTEC (Social Media & Web Development)

**Head of Department:** Mrs K Dennan  
**Subject Teachers:** Mrs Lawson, Mr McDonnell  
**Awarding Body:** Pearson  
**Entry Requirements:** GCSE Grade 5 in English and Maths or Merit/ Grade 5 in IT/Computing.

## The course

Pearson BTEC Level 3 National Extended Certificate (equivalent of one A Level) which takes a multidisciplinary approach, encouraging development of different methods of enquiry, and investigation into new technologies and how they affect us and the world in which we live. The course is focused on the interaction between the theory and implementation and demonstrating ICT skills using a variety of software. If you are interested in the development of ICT systems and how they can benefit both organisations and individuals and how the impact of social media and web development can impact organisations then this is a fantastic course for you. Topics to be covered include the stages of development in a software system, relational databases, spreadsheets and software used for presentations

## Course Content

Candidates will study the following:

**Unit 1:** Information Technology Systems

**Unit 2:** Creating Systems to Manage Information

**Unit 3:** Using Social Media in Business

**Unit 6:** Website Development

## Assessment

Level	Unit title	Assessment	Weighting
Unit 1	<b><u>Information Technology Systems</u></b> Information technology (IT) systems have a significant role in the world around us and play a part in almost everything we do. You will study the role of computer systems and the implications of their use in personal and professional situations. You will explore the relationships between the hardware and software that form an IT system, and the way that systems work individually and together, as well as the relationship between the user and the system. You will examine issues related to the use of IT systems and the impact that they have on organisations and individuals.	External Exam 1.5 hours	33%
Unit 2	<b><u>Creating Systems to Manage Information</u></b> From the smallest in-house systems to stock control systems for large online retailers, databases are repositories of information that are a significant part of organisational operating requirements. You will study the design, creation, testing and evaluation of a relational database system to manage information. You will examine a given scenario and develop an effective design solution to produce a database system.	External Assessment 10 hours	25%
Unit 3	<b><u>Using Social Media in Business</u></b> You may be familiar with social media for personal use and in this unit you will discover how it can be used in a business context. You will explore how businesses use social media to promote their products and services. You will also practically develop skills to implement social media activities in a business scenario to meet a client brief working with local employers.	Internal Assignment	25%

Unit 6	<p><b><u>Website Development</u></b>  Increasingly, organisations rely on websites to serve customers and, in some cases, to generate revenue. In this unit, you will review existing websites – commenting on their overall design and effectiveness. You will use scripting languages such as Hypertext Markup Language (HTML), Cascading Style Sheets (CSS) and JavaScript® and a simple text editor, or rapid application development tools.  This unit will prepare you for employment as a website developer or as a website development apprenticeship.</p>	Internal Assignment	17%
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### **Progression**

Students who study ICT may go on to university to study the subject at degree level as the qualification carries UCAS points and is recognised by higher education providers and a great route for those wishing to progress to apprenticeships or employment.

Due to the practical nature of the course you will develop key industry and practical employability skills such as good problem solving and logical thinking skills which can be applied to many different subject areas. Previous students have progressed onto higher education courses such as Computer Technology, Information Systems and Cyber security.