Pearson **BTEC**

QUEST
LEARNING CHANGES LIVES

Level 3 National Extended Certificate in Information Technology

TRANSITION WORK

-- SUMMER 2020 --

Course Details

What are BTEC Nationals?

BTEC Nationals are Level 3 qualifications designed to provide highly specialist work-related qualifications in a range of vocational sectors.

They attract UCAS points that equate to similar-sized general qualifications within education institutions within the UK. On successful completion of a BTEC National qualification, you can progress to or within employment and/or continue your study in the same, or related vocational area.

How you will be assessed

All assessment for BTEC Nationals is based on the achievement of specified assessment outcomes and learning aims. Each unit within the qualification has specified assessment and grading criteria which are to be used for grading purposes.

Types of assessment include:

- **Assignments** – set and marked internally
- **Task** – set and marked externally by Pearson
- **Written exam** – set and marked externally by Pearson

Units are assessed using a grading scale of Distinction*, Distinction, Merit, Pass and Unclassified.

In order to be awarded a qualification a you must complete all units and achieve a pass or above in all mandatory units unless otherwise specified,

To achieve any qualification grade, you must:

- complete and **have an outcome** (D, M P or U) for all units within a valid combination
- achieve the **required units at pass or above**
- achieve the **minimum number of points** at a grade threshold.

What will I study?

Edexcel BTEC Level 3 Extended Certificate

The Edexcel BTEC Level 3 Extended Certificate in IT is a 360-guided-learning-hour (GLH) qualification that consists of 3 mandatory units plus 1 optional unit. 2 of the mandatory units are externally assessed. This qualification covers the key knowledge and practical skills required in the appropriate vocational sector and is broadly equivalent to one A Level. *See the next page for details on the mandatory and optional units you will complete.*

Pearson BTEC Level 3 National Extended Certificate in Information Technology				
Unit number	Unit title	GLH	Type	How assessed
	Mandatory units – learners complete and achieve all units			
1	Information Technology Systems	120	Mandatory Synoptic	External
2	Creating Systems to Manage Information	90	Mandatory	External
3	Using Social Media in Business	90	Mandatory	Internal
	Optional units – learners complete 1 unit			
5	Data Modelling	60	Optional	Internal
6	Website Development	60	Optional	Internal

Unit 1 – Information Technology Systems (2 hour written exam)
- Externally assessed.
- The focus is on developing your ICT skills and background knowledge to the starting level required in industry/higher education.
- You will learn how hardware and software works together to meet specific user needs.
- You will be able to select and use computer systems to meet user needs, understanding the implications of computer systems used in personal and professional situations.

Unit 2 – Creating Systems to manage information (Practical exam)
- Externally assessed.
- In this unit you will learn about the importance of making informed decisions using the knowledge available to you. As you already know, not all information is current or accurate.
- You will learn the skills of creating advanced databases and effectively using databases to meet user needs.
- Scenario will be produced by the exam board.
- Practical database controlled assessment

Unit 3 - Using social media in Business (Internal)
- Internally assessed.
- You will carry out in-depth investigation into the use of social media.
- You will learn how to use social media to meet business requirements and effectively promote products and services.
- You will gather information and deal with copyright/legal/security issues associated with the use of social media.
- You will produce a portfolio of evidence that will be internally marked and externally moderated.

Optional Units
- ALL internally assessed

TRANSITION TASK

The transition task is aimed at preparing you for the course. It would also help in evaluating your suitability and ability to successfully complete the course. You are advised to complete the task comprehensively.

TASK – Research and Written Report

Many businesses now use social media to promote their products and services.
One of your Units is Using Social Media in Business. With this in mind create a report that looks at, at least <u>three</u> different social media websites and provides an overview of the social media platform and the audience profiles they attract.

Social Media Sites include: Facebook, Twitter, Instagram, YouTube and any other suitable sites.

Points to include:
The overall aim of the site, age, gender and socio economic group, peak traffic times, reward schemes, how they target audiences and ways in which businesses can use them.

NEED HELP:
Search for "social media audience profile", but be aware of the results and the information (many only show results for just the United States, please ensure you are focussed on UK Stats).

OTHER LINKS:
https://sproutsocial.com/insights/new-social-media-demographics/
https://khoros.com/resources/social-media-demographics-guide

<u>REPORT REQUIRMENTS</u>

- 1000 words approx. and no more than 1500 words
- Key sections to include:
    - Introduction
    - Overview of different social media platforms – *see 'Points to include' above*
    - Conclusion
    - References
- Your report will be assessed using coursework criteria and be issued a pass, merit or distinction grade. You must complete at least all the pass criteria comprehensively to pass this work.

PASS	MERIT	DISTINCTION
Explain at least three different types of social media platforms and how a business can use them	**Asses** the different ways in which a business can use each social media platform to attract a target audience	**Evaluate** the impact of using social media to interact with customers and promote products or services to a target audience

You will be required to submit your work:

- By your first BTEC L3 IT lesson in the week commencing 14th September 2020 *(second week back)*
- Via Google Classrooms. A link will be given to you during your first lesson.

Key terms used to define requirements in the report

EXPLAIN	Learners' work shows clear details and gives reasons and/or evidence to support an opinion, view or argument. It could show how conclusions are drawn.
ASSESS	Learners present a careful consideration of varied factors or events that apply to a specific situation, or identify those which are the most important or relevant and arrive at a conclusion.
EVALUATE	Learners draw on varied information, themes or concepts to consider aspects such as: • strengths or weaknesses • advantages or disadvantages • alternative actions • relevance or significance. Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion.