Maelor Sixth



Social Media and Web Design BTEC Level 3

Subject Leader: Mr R Collins

Introduction

The Pearson BTEC Level 3 Extended Certificate in Social Media, Web Design and IT is a work-related higher education qualification designed for students seeking technical pathways into the gaming and computer industry. Fully updated with current industry demands, these courses focus on practical, project-based learning rather than traditional exams.

The Course

Year One

- Unit 1 - Information Technology Systems. Students study the role of computer systems and the implications of their use in personal and professional situations.
- Unit 6 - Website Development. Students understand the principles of designing and creating a functional website to meet the requirements of a client

Year Two

- Unit 2 - Creating Systems to Manage Information. Students study the design, creation, testing and evaluation of a relational database system to manage information
- Unit 3 - Using Social Media in Business. Students explore how businesses use social media to promote their products and services. Learners also implement social media activities in a business to meet requirements

Assessment

Year 1

Unit 1 - written examination worth 25%
Unit 6 - coursework worth 25%

Year 2

Unit 2 - project-based assessment set worth 25% (marked by BTEC)
Unit 3 - project-based assessment worth 25%

Entry Requirement

- GCSE grade C/4 in Maths
- GCSE grade C/4 in English

Further Information

The BTEC Social Media, Web Design and IT qualification is valued by industry and higher education establishments. The course develops IT knowledge and is an excellent foundation for studying game development, computer science and other IT courses at higher education or for progression onto a higher-level apprenticeship.

The student will be able to:

- perform key game design and development management tasks
- understand processes and operations
- work effectively



Links to Future Careers

BTEC Social Media, Web Design and IT is for students who are interested in an introduction to the study of creating IT systems to manage and share information, alongside other fields of study, with a view to progressing to a wide range of higher education courses or careers for example:

- ICT support
- Software engineering
- Data analysing
- Business analysing
- Project managing
- Network engineering
- Social Media Manager
- Web developing

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