**BTEC Assignment Brief for Knowledge and Skills Assessment w/b 21st February 2022**

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| **Qualification** | | Pearson BTEC Level 3 National Certificate in Information Technology  Pearson BTEC Level 3 National Extended Certificate in Information Technology  Pearson BTEC Level 3 National Foundation Diploma in Information Technology |
| **Unit number and title** | | **Unit 3: Using Social Media in Business** |
| **Learning aim(s)** (For NQF only) | | **A:** Explore the impact of social media on the ways in which businesses promote their products and services |
| **Assignment title** | | Evaluating the use of social media in business. |
| **Assessor** | | Luci Martin St Valery |
| **Issue date** | | 21st February 2022 |
| **Hand in deadline** | | 25th February 2022 |
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| **Vocational Scenario or Context** | | Dodgy Artists is a company in London that specialises in representing small businesses in the creative arts industry. They have a world-wide client base and represent small independent businesses/artists from the music, games, tv, advertising, film, and art industries. You have recently joined the company as Junior Marketing Assistant to work alongside the Marketing Manager.  The Managing Director of Dodgy Artists believes that some of the Computer Games Company clients they represent are not convinced of the use of social media for their promotion, believing that word-of-mouth, traditional newspapers, and magazines are where they feel they would best reach their widest audience.  The MD needs to convince these small games businesses that social media is beneficial to the client. He is due to give a presentation on the subject to a small group of computer games business owners/artists. |
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| **Task 1** | | Create a presentation for the Managing Director to deliver, in which you provide an evaluation of the different ways in which a business can use social media. You should cover how social media can be used to interact with customers and promote business products and/or services. You should also cover ways in which social media can be used to target a specific audience and the audience profiles of different social media sites.  All work submitted must be your own work. Any reference to others’ work must be referenced in a Harvard style bibliography (see Godalming Online IT BTEC Level 3 RQF Resources Page). |
| **Checklist of evidence required** | | Presentation slides and speakers notes |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| 3/A.D1 | Evaluate the business use of social media to interact with customers and promote products or services to a target audience. | |
| 3/A.M1 | Assess the different ways in which a business can use social media to attract a target audience. | |
| 3/A.P1 | Explain the different ways in which a business can use social media. | |
| 3/A.P2 | Explain the audience profiles of different social media websites. | |
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| **Sources of information to support you with this Assignment** | | * Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes:www.socialmediaexaminer.com * Social Media Today also focuses on social media marketing for business:[www.socialmediatoday.com](http://www.socialmediatoday.com) * Mashable is blog site with a UK based version with lots of up-to-date articles on social media: [mashable.com/social-media/](http://mashable.com/social-media/) * Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media   **Above are some examples of websites. Further useful resources may be found at** <http://qualifications.pearson.com/en/support/published-resources.html#step1> |
| **Other assessment materials attached to this Assignment Brief** | | *e.g., work sheets, risk assessments, case study* |
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