Year 12 BTEC ICT project

This project will be used to prepare yourself for both elements of the year 12 course. All tasks must be completed for the first lesson back.

Unit 3: Using social media in Business

Scenario: The local chamber of commerce has many members who run small businesses The members are interested in using social media to promote their businesses but know very little about it. The chamber of commerce has approached your school/college as they understand learners study a unit on social media in business. As a learner studying a unit on social media in business you have been asked to provide a presentation on using social media for business purposes to deliver to the members of the chamber of commerce.

Task 1:

On an A4 piece of paper can you produce a report that explains how social media can be used to interact with customers and promote business products and services. You can include images to support your answer.

Task 2:

For the local restaurant 'Bamboula' in Brixton identify the following:

- Their business aims.
- How Bamboula can use social media to meet these needs.
- Produce a six week plan to show how you will use social media (twitter) to help Banboula meet their business aims

This task must be documented on A4 paper.

Unit 2: Creating a database system to manage information

Scenario: At the end of year 12 you will have to design, implement, test and evaluate a database system for a specific purpose. This will be completed in a 10 hour practical exam.

Task 3

There are so many database terms to get use to so please research the key terms.

Your task is to produce a table like the one below.

Term	Definition/Use	Example
Primary key	Uniquely identifies the records in a table. This is important as no two records can be the same	

You need to include the following terms.

ERD	Format check
One to many relationship	Range check
One to one relationship	Lookup check
Many to many relationships	Input mask
Primary key	Database Query
Foreign key	Calculated query
Data dictionary	Database report
	Database form

If you have any question please contact: Teacher: Mr Creed/Ms Browne Email address: screed1@the-elmgreen-school.org.uk , kbrowne@the-elmgreen-school.org.uk

Please be aware that staff may not be available to respond to emails after Friday 15 July 2016