Overview of Bridging Course

Department: BTEC IT	
What is the focus of this bridging course? • Investigation of what is meant by social media and how it can be used by a business • Learning how to use social media as an IT professional • Understanding the ever-changing landscape of the technology sector and why this might happen • Learning the basics of web design by constructing pages using basic HTML elements	
w/b 27 April	*Overview of what students will cover this week:* • Investigate, for a given business, how they use social media as part of their business strategy • Create a professional Twitter account that students can use to keep abreast of developments in the IT industry and regarding their BTEC course • Identifying relevant accounts to follow and reading articles • Liking and commenting and how this can be done in a professional manner
w/b 4 May	• Investigation of audience and how social media use differs between genders, age groups and other demographics • Investigation of the features of social media platforms • Comparison of platforms regarding audience and usage • Selecting platforms for purpose based on business requirements
w/b 11 May	• Investigate he history and evolution of Facebook using a range of appropriate sources • Findings will be presented as a report • The report will consider elements such as the beginning of Facebook, what the social media landscape was like at this point, how the platform and Facebook as a company evolved over the years, and the issues and controversies associated with it.
w/b 18 May	• Students undertake a short course on the basics of HTML • HTML basic elements • Layout elements such a Table and Div tags • Using Styles • Creating Forms
Work that will students will receive feedback on: • The report from Week 3 will be submitted on return to school in September and feedback will be given on this	