



MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 1.1 Sep - Oct	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A	Unit 3 Learning Aim: A
TOPIC (S)	A1: Social media websites	A2: Business uses of social media	A3: Risks and issues	Assignment
Knowledge & Skills development	Understand the developments in social media affect the way businesses promote products and services How businesses can use social media websites to support their business aims and needs Features of social media websites tailored to business needs How risks and issues can impact a business through social media			Application of knowledge to a given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – Verbal Feedback			End of Topic Assignment
Cultural Capital	<ul style="list-style-type: none"> Variations of technology Use of Social Media Global Technology and Society 			
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> Listening to others Responding suitable in discussions Taking part in group activities 			
Reading opportunities	Benefits of Social Media for Business The Impact of Social Media on Business See You On the Internet The End of Marketing			
Key Vocabulary	Image/Brand – Products/services – communication – customer service – advertisement – e-commerce – integration – SEO – profiles – content formats – content focus – audience – keywords – hashtags – community – virus – blackmail			
Digital Literacy	Use of technology Digital research methods Use of range of software			
Careers	Content Manager - Social Media Specialist - Digital Media Supervisor - Engagement Coordinator - Social Media Analyst - Online Community Manager - Public Relations Manager - Digital Marketing Manager			