MAGHULL HIGH SCHOOL – CURRICULUM MAP



HALF TERM 1.2 NOV - DEC	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B	Unit 3 Learning Aim: B
TOPIC (S)	B1 Social media planning processes	B2 Business requirements	B3 Content planning and publishing	B4 Developing an online community	B5 Developing a social media policy	B6 Reviewing and refining plans	Assignment
Knowledge & Skills development	Planning the potential use of	Requirements for the use of social	Planning posts and other content	Strategy to encourage online	Social media policy applicable	Improve the quality,	Application of knowledge to a
development	social media in a business	media	and other content	community building	to businesses	effectiveness and appropriateness	given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils — Verbal Feedback						End of Topic Assignment
Cultural Capital	 Variations of technology Use of Social Media Global Technology and Society 						
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	 Listening to others Responding suitable in discussions Taking part in group activates 						
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 – feedback – refining – philosophy						
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						