



Introduction to Post-16 Studies - I.T

Studying Information Technology at Bewdley Sixth Form allows you to appreciate how I.T affects the working world. You will develop and understanding of the different opportunities companies have, to not only become more productive, but also how to target their business to new markets. Your first unit will focus on Social Media, and how organisations can use this to their advantage,

The following challenges will help you develop some of the initial skills and knowledge needed for this course.



[Watch this documentary](#)

[The power of social media](#)

Take bullet point notes on this TED talk.



[Listen to this podcast](#)

[Facebook for business:](#)

List all the new information you have learnt from this Spotify podcast.



[Think about these questions?](#)

If I were to create a local business what would it be?

What would I include on my social media page?

What can I do to be better than my competitors?



[Investigation](#)

Can you identify a gap in the market which will help the local community? Create a website page for your business.



[Read this article](#)

[Which platform is best for my business?](#)

Highlight the key points made in this article.



[How to?](#)

Answer this question:

Which social media platform is best for my company? Why? Use examples to support your findings



[Useful links](#)

Course specification:

[Click here](#)