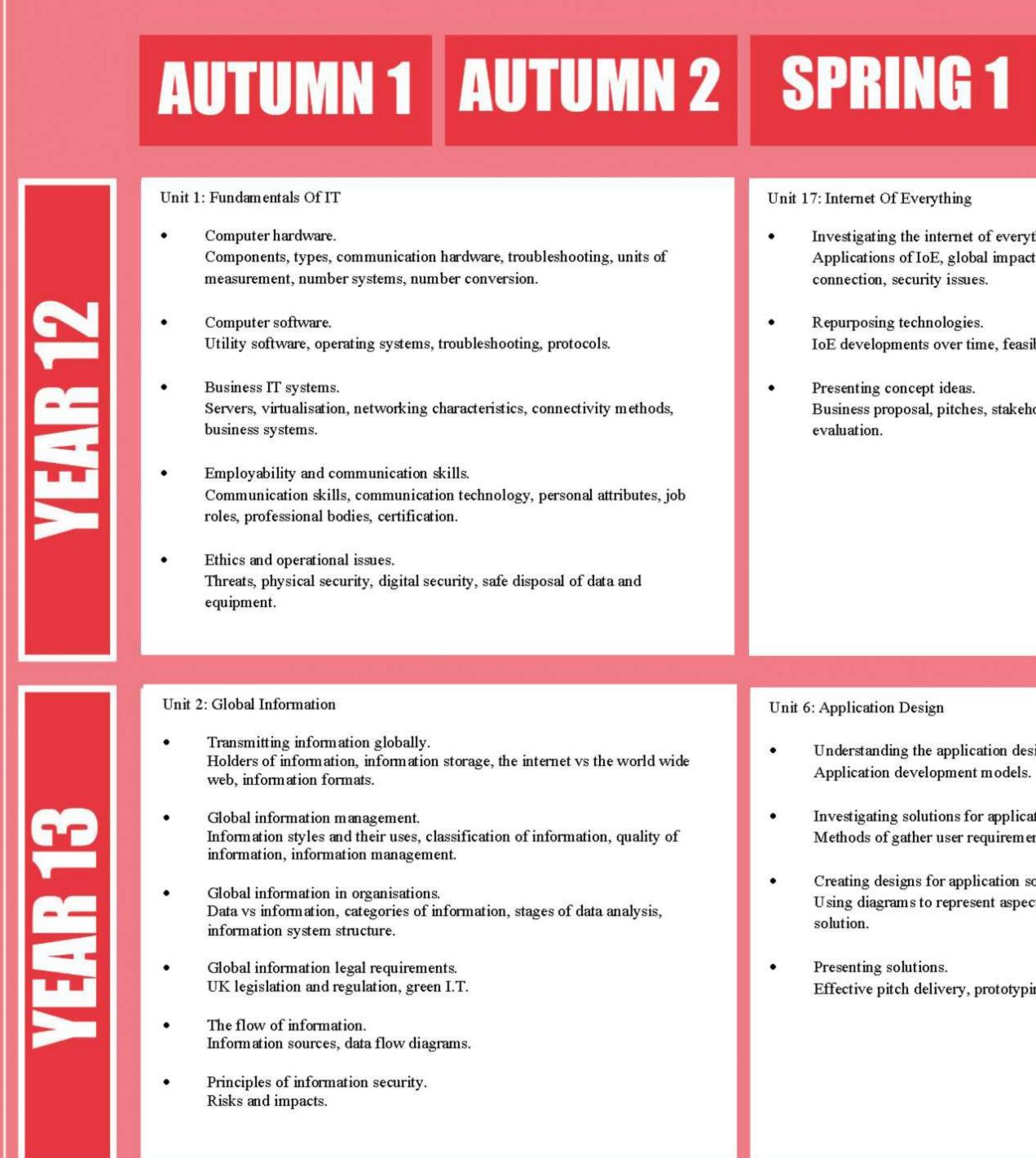


Btec I.T Cam Tech Curriculum Overview





AUTUMN 1 AUTUMN 2 SPRING 1 SPRING 2 SUMMER 1 SUMMER 2

Investigating the internet of everything. Applications of IoE, global impacts, four pillars of IoE, networked

IoE developments over time, feasibility study.

Business proposal, pitches, stakeholder considerations, proposal analysis and

Unit 13: Social Media & Digital Marketing

- Digital marketing. The role of marketing within business, tools of digital marketing, digital marketing life cycles.
- Social media in business. Data as a resource, legislation and business policy, ethical and moral issues.
- Social media in marketing campaigns. Impact of social media on business and individuals, restrictions of social media.
- Developing a digital marketing campaign. Features of a social media marketing campaign, effectiveness of digital marketing campaign.

Understanding the application design process.

Investigating solutions for application developments. Methods of gather user requirements, functional requirements and solutions, feasibility study.

Creating designs for application solutions.

Using diagrams to represent aspects of an application, standardisation of design, advantages/disadvantages of a proposed

Effective pitch delivery, prototyping, applying user feedback, analysis of client feedback and evaluation.

