

WINDSOR SIXTH FORM SUMMER WORK



BTEC IT

Social media is the fastest growing way to promote products or services that businesses provide; it has many advantages over more traditional methods but also has drawbacks. There are many different platforms eg. Facebook, LinkedIn, Snapchat, Instagram to name a few. Each different platform has a specific target audience and businesses can use this to pinpoint where best to promote their goods or services. In a report explore the impact of social media on the ways in which businesses promote their products and services.

Remember to record your sources of information.

This report should be 2-3 side of A4 size 12 font.

Please bring this work to your first lesson.

You will find more information about this course here:

http://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Information-Technology/2016/specification-and-sample-assessments/9781446938041_BTEC_NAT_Cert_IT_Spec_Iss2CUpd.pdf

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