



# Getting Ahead – Pre-course Work

#ThinkBrock

## Information Technology Level 3 Extended Diploma (three A level equivalent)

Welcome to the **IT Level 3 Extended Diploma**. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

These tasks should take you approximately four and a half hours to complete each and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four and a half hours of independent study, per unit, per week.

### Unit 6 Website Development

#### Study task 6.1

Read the fascinating history of the web here: <https://webfoundation.org/about/vision/history-of-the-web/> and answer the following questions:

1. Who invented the world wide web?
2. What problem was this person trying to solve?
3. What is the main language of the web?
4. What did the inventor of the web do that allowed the web to take off?

#### Study task 6.2

Web designers need to think carefully about the design of a website to make it engaging and useful. Good website design is essential to promote a business or organisation and increase awareness of the organisation's aims or boost the business' sales.

Look at this website: <https://www.lingscars.com/>

- Explore the different pages on the site.
- What are your impressions of this site? Write down what you think is good about it.
- Now write and what you would improve and why?
- Do you think this is a well-designed website?

Now look at this website: <https://www.carleasing.co.uk/>

- How do the two websites compare?
- Which would you use if you needed to lease a car and why?

# Getting Ahead – Pre-course Work

#ThinkBrock

## Unit 3 Social Media in Business

### Study task 3.1

Let's start thinking about social media

Social media can be defined as “websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone” (Cambridge Dictionary, 2020). Organisations use social media for the following reasons:

- creating an image or brand
- promoting products and/or services
- communicating with customers
- resolving queries and complaints

Your task is to research how organisations use social media. Do some research by visiting a range of web sites. Take a look at how they use social media. Find an example of a business using social media for each of the reasons, above. Take a screen shot (if on a PC). There is an example, below, to get you started. In this screenshot (taken from <https://www.socialmediaexaminer.com/exceptional-customer-service-on-twitter/>) JetBlue use Twitter to respond to a customer complaint



The screenshot shows a Twitter thread. At the top, Ryan Michael Lazo (@RMLazo13) posts a tweet at 2h: "Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue". Below this, JetBlue Airways (@JetBlue) replies at 1h: "@RMLazo13 Please send us your flight number and we'll try to get an update for you." The main tweet shown is from Ryan Michael Lazo (@RMLazo13) at 9:09 AM - 1 Jul 13: "@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak." Below this tweet are interaction buttons for Reply, Retweet, Favorite, and More. A reply box is visible below the tweet, containing the text "Reply to @RMLazo13 @JetBlue". At the bottom, JetBlue Airways (@JetBlue) replies at 1h: "@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible."

### Study task 3.2

Organisations don't always get social media right and mistakes can be embarrassing and damaging for their reputation. In 2013 Tesco hit the headlines for an inappropriate social media post on Twitter. Find out what happened, and summarise it in 100 words (hint, the search term: 'Tesco social media horse' will help you). Add a conclusion to your summary, describing how this may have damaged the Tesco image.



# Getting Ahead – Pre-course Work

#ThinkBrock

## Unit 5 Data Modelling

### Study task 5.1

Data modelling activity

Unit 5 of your curriculum deals with data modelling using spreadsheets. Data modelling involves using a spreadsheet or another app to mimic real-life situations in which business decisions need to be made.

Task: Do brief research on the following:  
What is data modelling and why do we need data modelling?

References:

- <https://www.cloverdx.com/blog/what-is-data-modelling-and-why-is-it-essential>
- <https://www.ibm.com/topics/data-modeling>

## Getting Equipped

You will need the following:

- A ring binder
- Dividers
- Stationery (pens, pencils, a ruler)