



Unit Assessment Record Sheet

Programme **Pearson BTEC L3 National Extended Certificate in IT**

Unit Number and Title

Unit 03: Using Social Media In Business

Final grade awarded

PASS

MERIT

DISTINCTION

Learner Name

Assignment Title: Evaluating the use of social media in business

Sub Date:

Submitted:

Resub Date:

Submitted:

Learning Aim: **A:** Explore the impact of social media on the ways in which businesses promote their products and services

Assessor Name:

Lead IV Name:

Targeted criteria		Submission assessment comments		Resubmission assessment comments	
03/A.D1	Evaluate the business use of social media to interact with customers and promote products or services to a target audience.	achieved		achieved	
03/A.M1	Assess the different ways in which a business can use social media to attract a target audience.	achieved		achieved	
03/A.P1	Explain the different ways in which a business can use social media.	achieved		achieved	
03/A.P2	Explain the audience profiles of different social media websites	achieved		achieved	

General Comments

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

I certify that the learner has permission to resubmit the work and meets the criteria set out by BTEC for a resubmission to take place. Work due by date in box above.

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature: _____ Date: _____

Lead IV signature: _____ Date: _____

Learner signature: _____ Date: _____

I certify that the evidence submitted for this assignment is the learner's own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

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Assessor signature: _____ Date: _____

Assessor signature: _____ Date: _____

Assignment Title: Using social media in business

Sub Date:

Submitted:

Resub Date:

Submitted:

Learning Aim: **B:** Develop a plan to use social media in a business to meet requirements
C: Implement the use of social media in a business

Assessor Name:

Lead IV Name:

Targeted criteria		Submission assessment comments		Resubmission assessment comments	
03/BC.D2	Evaluate the plan and use of social media in a business against business requirements.	achieved		achieved	

03/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in a business context.	achieved		achieved	
03/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and business requirements.	achieved		achieved	
03/C.M3	Optimise the content, format and features of social media which meets the requirements of the plan	achieved		achieved	
03/B.P3	Produce a plan to use social media in a business to meet its business requirements.	achieved		achieved	
03/B.P4	Review the plan with others in order to identify and inform improvements.	achieved		Achieved	
03/C.P5	5 Produce business-related content using appropriate features of social media which meet the requirements of the plan	achieved		achieved	
03/C.P6	Review data obtained on social media usage and interaction.	achieved		achieved	

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