

| Term | Date | Focus | Summary | Learning Outcomes |
|--------|----------|---------------------------------|---------------------|---|
| Term 3 | 10/04/23 | Use of Social Media in Business | Promotions | Research, plan and implement a social media page for a given company. |
| | 17/04/23 | | Postings | |
| | 24/04/23 | | Data collection | |
| | 01/05/23 | | Legal consideration | |
| | 08/05/23 | | Ethics | |
| | 15/05/23 | | Competitor Analysis | |
| | 22/05/23 | | Primary research | |
| | 29/05/23 | | Secondary Research | |
| | 05/06/23 | | Trends | |
| | 12/06/23 | | | |
| | 19/06/23 | | | |
| | 26/06/23 | | | |
| | 03/07/23 | | | |