

Year 12 Transition

Welcome to Nailsea Sixth Form



KS5 Subject: **Business Studies**

Objectives for Transition Tasks:

- To start to develop expected 6th form study skills, including independence
- To culture an interest and passion for your chosen subject through enquiry
- To learn core concepts of the subject to use in your studies

Watch:

To support your independent task, watch:

How social media helps business – the 5 reasons you need it (>4mins)

https://www.youtube.com/watch?v=7abbijNsw7s&ab_channel=Marketing360

TikTok business model – what makes it so popular (14 mins)?

https://www.youtube.com/watch?v=pJtJJa7vgm4&ab_channel=BusinessDisruptors

Why is TikTok so popular (11 mins)?

https://www.youtube.com/watch?v=b72HkiH0N4o&ab_channel=ColdFusion

How small businesses are finding success of TikTok (2 mins)?

https://www.youtube.com/watch?v=Vu_Dzp59SuM&ab_channel=TikTokForBusiness

Why is TikTok conquering the world?

[Why is TikTok Conquering the World - YouTube](#)

The power of social media (33 mins):

https://www.youtube.com/watch?v=7MbBg8zeRSY&ab_channel=stnnow

Long term watch list

- The Social Network
- Rogue Trader
- Wall Street
- Glengarry Glen Ross
- Catch Me if you can
- Erin Brockovich
- The Founder
- Any Dragons Den Episodes
- Any The Apprentice Episodes
- Watch BBC news



Read:

Targeting social media audiences

<https://sproutsocial.com/insights/target-audience/>

<https://digivizer.com/blog/social-media-ad-targeting-guide/>

Independent Task (to be submitted):

Write an essay on the topic:

'The phenomenon of TikTok and marketing to young people'

Use your new and existing understanding of TikTok and its marketing strategy to develop your answer.

Consider the following questions:

- What is TikTok?
- What makes it so popular with young people?
- How does TikTok influence its audience?
- What is the negative impact of TikTok on its audiences?



- Who are TikTok targeting?
- How does TikTok use targeting technology?
- What is TikTok's business model?
- How is it different from other social media platforms?
- How does it make money?
- How can users make money?
- What does the future hold for TikTok?



Aim Higher Task:

How did the pandemic change social media?

Read:

- <https://www.vox.com/recode/22295131/social-media-use-pandemic-covid-19-instagram-tiktok>
- <https://www.pennmedicine.org/news/news-blog/2021/april/instagram-vs-reality-the-pandemics-impact-on-social-media-and-mental-health>
- https://www.statista.com/topics/7863/social-media-use-during-coronavirus-covid-19-worldwide/#dossierContents_outerWrapper

Watch:

- https://www.youtube.com/watch?v=5CHiVUIEON0&ab_channel=GoodMorningAmerica
- https://www.youtube.com/watch?v=72uSLyehEEs&ab_channel=TEDxTalks

Research: What impact did the pandemic have on TikTok?



DEADLINE FOR TRANSITION TASK: Please bring to your first lesson in September.