

BTEC IT WIDER READING & INTERACTIVE VIDEOS/WEBSITES LIST

Unit 3 – Social Media in Business

There are many blogs and websites related to social media. Some of the best known are:

The Social Media Examiner: www.socialmediaexaminer.com

Buffer Social: blog.bufferapp.com

Razor Social: www.razorsocial.com/blog

Post planner: www.postplanner.com/blog

Further Reading and Resources

Kitchen, T and Ivanescu, Y. (2015) *Profitable Social Media Marketing: How to grow your business using Facebook, Twitter, Instagram, LinkedIn and More.* **CreateSpace Independent Publishing Platform.**

Ryan, D. (2104) *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.* **London: Kogan Page**

Ryan, D. (2105) *Understanding Social Media: How to create a plan for your Business that works. .* **London: Kogan Page**

Steam A. (2014) *Make Social Media work for your Business,* **CreateSpace Independent Publishing**

Brown MJ (2015) *Social Media Marketing, 2nd Edition.* **CreateSpace Independent Publishing**

Unit 2 – Databases

Training manuals

There are lots of free training materials on the internet including:

- [Support.office.com](http://support.office.com) - The official Microsoft 'Office' website. It contains training material for various versions of Access
- [Docs.oracle.com/en/database/](http://docs.oracle.com/en/database/) - Oracle database documentation. It includes information on database concepts.
- <http://www.lynda.com/Access-training-tutorials/140-0.html>- Access tutorials on Lynda.com

Books

Connolly T. and Begg, C. (2014) *Database systems: A Practical approach to design implementation and Management (Pearson)* **ISBN 97812292061184**

This is a comprehensive book on database theory. It is a standard university text and quite technical.

Alexander, M and Kusleik, R. (2013) *Access 2013 bible* (John Wiley) **ISBN 9781118490358**

This gives comprehensive and detailed examples of how to use all the features of Access, including Advanced level ones.

Fuller, LU and Cook, K. (2013) *Access 2013 for Dummies* (John Wiley) **ISBN 97811185163886**

This is an easy to follow book in the Dummies' easy to read style