

Suva Sangam College
Year 13: Office Technology

Week: 1

DATE: 05/07/2021 – 09/07/2021

STRAND	13.2 Computer Concepts and Skills
SUB STRAND	13.2.2 Use of Internet
CONTENT LEARNING OUTCOME	Describe the uses of internet for sending emails and marketing and write a simple business plan
REFERENCE FROM TEXT BOOK	Page: 35-46

Achievement indicator:

- a) Explain the importance of using Internet. .

Chapter : Use of Internet

Internet and its features

The internet is a worldwide system of interconnected computers to disseminate general information about almost anything using internet protocol rules.

Business can use the internet to:

- advertise and publish information,
- buy and sell goods and services,

Who uses internet?

- Scientific researches
- University academics
- Business organisations
- Government workers
- Online education

Advantages of using internet

- It provides people with membership to a worldwide library and resource centre.
- It allows greater communications between all people throughout the world and breaks down geographical and cultural boundaries.
- It is changing the workplace environment by allowing work from home and remote locations.

Disadvantages of using internet

- It can isolate people from direct social interaction
- It promotes the spread of computer viruses.
- No controlling body verifies the validity of information or restricts illicit material.

ACTIVITY

1. Define the term Internet.
2. State the users of the Internet
3. What changes has the Internet brought?
4. What is the main use of the Internet?
5. State the different ways to access the Internet?

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WEEK:2 **DATE: 12/07/2021 – 16/07/2021**

STRAND	13.2 Computer Concepts and Skills
SUB STRAND	13.2.2 Use of Internet
CONTENT LEARNING OUTCOME	Describe the uses of internet for sending emails and marketing and write a simple business plan
REFERENCE FROM TEXT BOOK	Page: 35 - 46

Achievement indicator:

- a) Compose and send emails with large attachments.

Chapter : Use of Internet

Composing e-mails

- a system of sending messages to and receiving messages from other users on an electronic network

PARTS OF AN EMAIL

- The first part of an email is the header, which contains information such as the **email address of the sender, the time and date sent, and the subject.**
- This is followed by the body, which usually consists **of the text that the sender wishes to communicate.**
- There may also be one or more attachments, which are **appended (added) files.**



Attaching Files to e-mail

- Check whether the e-mail has an attached file; look for the *paper clip icon* that appears to the left of the message.

How To Send Large Files Via Email

- Zip It. If you need to **send** a really **big file**, or lots of little **files**, one neat trick is to simply compress the **file**.

ACTIVITY

1. How can you know if an email has (an) attached files?
2. What is one main problem with zipped files?
3. What are zip files?
4. Why are files archived?
5. Why is zip files used?

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WEEK : 3

DATE: 19/07/2021 – 23/07/2021

STRAND	13.2 Computer Concepts and Skills
SUB STRAND	13.2.2 Use of Internet
CONTENT LEARNING OUTCOME	Describe the uses of internet for sending emails and marketing and write a simple business plan
REFERENCE FROM TEXT BOOK	Page: 35-46

Objectives:

- a) Identify the Advantages and disadvantages of online marketing..

Chapter : Use of Internet

Understanding how online marketing works is of vital importance:

- Online marketing gives business owners the freedom to advertise and promote their products or services and receive immediate response.
- Business owners can reap the benefits of this method of marketing as it is inexpensive and easy to start.

Benefits of online marketing

1. Cost effective
2. Online marketing allows for statistics to be measured more effectively and easily and at a lower cost.
3. Pay Per Click Advertising is notably the most
4. Online marketing campaigns can be implemented much faster.
5. Online marketing provides a greater flexibility level
6. Search Engine
7. Target Audience Closeness

Advantages of Online marketing

- One to one approach
- Cater to specific interests
- Different content by choice
- Geo-marketing
- Relatively inexpensive

Disadvantages of Online marketing

- You could get involved in **illegal or unethical practices** like spamming.
- Sometimes business is such that it **requires a physical demonstration** and needs to be tangible to the consumer.
- Might be targeting a **consumer who is not computer savvy**.
- **Transparency** - Many customers will not be comfortable doing online transactions with their credit card.
- **Maintenance costs** due to a constantly evolving environment.

Activity

1. Why Online Marketing?
2. Identify and explain the benefits of online marketing.
3. Explain three advantages and three disadvantages of online marketing.

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WEEK : 4

DATE: 26/07/2021 – 30/07/2021

STRAND	13.2 Computer Concepts and Skills
SUB STRAND	13.2.2 Use of Internet
CONTENT LEARNING OUTCOME	Describe the uses of internet for sending emails and marketing and write a simple business plan
REFERENCE FROM TEXT BOOK	Page: 35-46

Objectives:

- a) **Explain** the tools for an effective online marketing.

Chapter : Use of Internet

Tools that are necessary to deploy an effective online marketing campaign include:

1. **Website** – this is essentially a company’s very first online marketing tool.
 - Your website should be mobile friendly and easy to operate.
 - Website addresses should be unique, simple, short and memorable, as well as strongly reflect what a company stands for and intends to offer their target audience.
2. **Landing Pages** – is any web page you set up that’s designed to prompt visitors to take a specific action.
3. **Content** – better content makes for a better website.
 - Content should be packed with keywords that search engines can easily pick up on when a web user is online.
 - Keywords in online marketing are truly a quality tool as this is what will draw a targeted audience onto your website.
4. **New material and Updates** – constant and consistent updates whereby new information is added will give your website content more bulk that has the added benefit of enticing viewers to return. Improvements will by no means go unnoticed by the public at large.
5. **Marketing your website** – advertising your website on other websites advertising platforms such as Facebook Ads or using Google Ads can greatly create more awareness of a company’s brand, services or products.
6. **Blogs** – are fast becoming essential tools for online marketers as they can build a content rich website, as well as attract targeted traffic from all major search engines.

ACTIVITY

1. State and explain three tools necessary to setup an effective online marketing campaign.

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WEEK 5

DATE: 02/08/2021 – 06/08/2021

STRAND	13.2 Computer Concepts and Skills
SUB STRAND	13.2.2 Use of Internet
CONTENT LEARNING OUTCOME	Describe the uses of internet for sending emails and marketing and write a simple business plan
REFERENCE FROM TEXT BOOK	Page: 35-46

Objectives:

- a) Discuss how to write a simple business plan.

Chapter : Use of Internet

A good business plan guides you through each stage of starting and managing your business. You'll use your business plan as a roadmap for how to structure, run, and grow your new business. It's a way to think through the key elements of your business.

Some tips to consider before writing a simple business plan:

How to Write a Business Plan

1. **Write** an executive summary.
2. Describe **your** company and **business** model.
3. Analyze **your** market's conditions.
4. Explain **your** product and/or service.
5. Outline all operations & management roles.
6. Design a marketing & sales strategy

Activity

1. Write the steps of writing a simple business plan.
2. Why is important to have a business plan first then start a business straight away.
3. How online marketing will benefit the Business Plan.