BA 2550 A2– Computer Applications for Marketing
Fall 2019 Course Outline

Credits:	3
Hours:	75 hours (3-0-2)
Description:	Using a popular website design template, students will build a functional business website and then integrate social media applications into the site. In addition, website and social media marketing theory, strategy, tactics, and execution will be covered. Intermediate level spreadsheet applications for marketing are also addressed.
Pre-requisite:	BA 1090 and BA 1150 or consent of the instructor
Transferability:	BA 2550 can be used to fulfill the requirements of a Business Administration Diploma which may be accepted as part of a block transfer arrangement (e.g. Athabasca University 2+1 and 2+2, University of Lethbridge 2+2, etc.) In addition, the following AB universities transfer BA 2550 as

- Athabasca U **-** CMIS 2xxx (3)
- MacEwan - MGMT 107 (3)
- King's University – BUSI 3xx
- U of Lethbridge – MGT 2xxx (3)
- Other institutions may, or may not, accept BA 2550 for transfer credit; contact the receiving the institution.

(Transfer info retrieved from www.transferalberta.ca on July 26, 2018)

Instructor:	Danielle Smith
Contact:	Office: E221 – 780-539-2954 – DSmith@GPRC.ab.ca
Office Hours:	By appointment
Texts:	Barker, Melissa, et al. (2017). *Social Media Marketing: A Strategic Approach (Second Edition).* Boston: Cengage Learning.

- Also, an assortment of readings and videos will be posted on the BA 2550 Moodle site which you will need to download and view/read.

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Course Objectives:

In this course, students will learn the basic principles of effective web presentation for a business. Learners will then build a simple business or non-profit organization website using the Wordpress platform. As the course progresses, students will then learn about the use of common social media tools for business purposes, and then effectively integrate some of these tools into the website they've built. The course concludes by covering the use of social media advertising and how digital advertising is now a critical tool for all businesses and non-profits.

Course Outcomes:

By the end of the course, students should be able to:

- Critically analyze and explain (in both written and public speaking formats) how effectively a business or organization has used its website and related social media tools.

- Build an effective simple business or organizational website in Wordpress that achieves defined business purposes. Then, effectively and strategically integrate social media tools into the website you've built that enhance the site's usefulness.

- Conduct an effective short presentation using technology and public speaking techniques.

- Demonstrate understanding of key basic web technology concepts and the use of social media tools through performance on written tests.

- Demonstrate understanding of digital advertising.

Grading:

5%	Website Review and Presentation
10%	Website Communications Plan
15%	Theory Quizzes (Best 2 of 3 count)
20%	Website – Version 1.0
15%	Website – Version 2.0 + Social Media Integration
5%	Social Media Assessment
30 %	Final Project – Social Media Plan + Advertising Plan (due during the Exam period)

Final Grade: This course will use the standard GPRC grading scheme

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	
C+	2.3	67-69	Satisfactory
C	2.0	64-66	
C-	1.7	60-63	
D+	1.3	55-59	Minimal Pass
D	1.0	50-54	
F	0.0	0-49	Fail

Course Schedule:

Week 1 – September 4 and 5
- Introduction and Course Outline
- Marketing and Conducting Business on the Web
- Effective Business Websites

Week 2 – Sept. 10, 11, and 12
- Constructing a Business Website
  Due: Website Review and Presentation (Sept. 12)

Week 3- Sept. 17, 18, and 19
- Constructing a Business Website
  Due: Website Plan (Sept. 20)

Week 4 – Sept. 24, 25, and 26
- Constructing a Business Website
- Social Media Marketing – Read Ch.1; Ch.15 and Appendix A

Week 5 – Oct. 1, 2, and 3
- Social Media Marketing – Read Ch. 2 and 3
  Due: Theory Quiz 1 (Oct. 3)

Week 6 – Oct. 8, 9, and 10
- Social Media Marketing – Read Ch. 4

Week 7 – Oct. 15, 16, and 17
- Social Media Marketing – Read Ch. 5, 6 and 7
  Due: Website 1.0 (Oct. 17)

Week 8 – Oct 22, 23, and 24
- Social Media Marketing – Read Ch. 8 and 9
  Due: Theory Quiz 2 (Oct. 24)

Course Schedule (continued):

Week 9 – Oct. 29 and 30, and 31
- Social Media Marketing – Read Ch. 10 and 11

Week 10 – Nov. 5, 6, and 7
- Social Media Marketing – Read Ch. 12
  Due: Website 2.0 and Presentation (Nov. 7)

Week 11 – Nov. 12, 13 and 14
- FALL BREAK – Nov 12 – NO CLASSES
- Social Media Marketing – Read Ch. 13
- Due: Theory Quiz 3 (Nov. 14)

Week 12 – Nov. 19, 20, and 21
- Social Media Marketing – Read Ch. 14
- Social Media Assessment – Read print outs

Week 13 – Nov. 26, 27, and 28
- Social Media Advertising – Read print outs
- Due: Social Media Assessment (Nov. 28)

Week 14 – Dec. 3, 4, and 5
- Social Media Advertising – Read print outs
- Social Media Plan – Read print outs

Final Project –T.B.A. - Dec. 9-20 (scheduled by the Registrar)

Danielle Smith
September 2019
Grande Prairie Regional College

Updated August 25, 2019