

# Computer Applications for Marketing

BA 2550 (3-0-2)

## Basic Course Information

### Instructor

Bill Corcoran  
Room B-309B  
539-2735 or bcorcoran@gprc.ab.ca

### Office Hours

MWF 10-11 a.m.  
or by appointment. Making an appointment is usually better; I'm prone to wandering

### Transferability

Some universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

### Pre-Requisites

BA 1090 & BA 1150 or instructor permission

### Texts

Rutkosky, Nita. *Microsoft Access: Core Certification*. St. Paul: Paradigm Publishing, 2001.

*BA 2550 Readings Package*. Purchase in the Bookstore.

The Rutkosky text will be used extensively in the MS-Access part of the course. The Readings Package will be discussed during the e-commerce theory classes; you need to read them. Various hand outs and exercises will also be distributed for the MS-Publisher, MS-Excel and Web Page building components of the course.

## E-Commerce - The wave of the future



## Course Description

Using popular business applications software, students will learn and apply the sound principles of visual design. Term projects will include the production of promotional documents (e.g. web pages, brochures, etc.) In addition students will learn the marketing applications of spreadsheet and database programs. A

## Tips for Succeeding in this Course

1. **Pay attention** to detail on your projects. Spelling mistakes, typos, dead links on web pages, etc. really detract from the professionalism of a project.
2. **Do** the practice exercises and projects. It's good to make mistakes and learn on the practice exercises before doing your graded projects.
3. **Read** the assigned readings before the class. There are many unfamiliar words and concepts; it helps to go over these ideas more than once.
4. **Attend** all classes; if you must miss for any reason, make arrangements with a classmate to get any notes, handouts, etc. that you may have missed.

## Grading Scheme

### Tests

- Internet/Publisher
- Access
- Excel
- Theory Midterm
- Theory Final

45%

### Projects

- Poster
- Web Site
- Access

45%

### Attendance/Participation

10%

# The Gory Details

## In-Class Activities

As you might expect, a significant amount of class time will be spent working on the computer - both learning software programs and completing projects. However, at least one hour per week will be spent covering e-commerce material, mostly in a lecture format.

## Attendance

To get the most out of the classes, you must attend regularly. Attendance will be taken at every class and 10 percent of your final grade is based on attendance and active class participation. If you can't make a class, please make arrangements with another class member to get any notes that you might have missed.

Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for an absence.

## Course Objectives

By the completion of this course, you will be able to:

1. Understand the principles of using information technology (i.e. the Internet, databases, etc.) for marketing purposes.
2. Design and build an effective business web site
3. Apply the principles of sound graphic design to the production of promotional documents
4. Apply database and spreadsheet software to solving business and marketing problems

## Tests/Assignments

All assignments and tests must be completed to receive a grade for this course. If you fail to complete an assignment or test, you will be assigned a grade of Incomplete.

Assignments are due at the start of the class on the due date. Late assignments will be assessed a 15 percent per day late penalty.

Three projects are due during the term. These projects will allow you to apply the computer skills you learn during the course.

Two theory tests, a mid term and a final, will evaluate your comprehension of the e-commerce course material.

Three practical, in-class tests are scheduled to test your skills on various software packages (i.e. Publisher, Access, and Excel.) You will complete these tests using the computer.

## Final Exam

A final exam will be scheduled by the Registrar during the final exam period. This test will be composed of two parts: a practical test of your Excel skills and a theory test on the last half the e-commerce material.

## Key Dates

Assignment/Test	% of Grade	Due Date
1. Internet Skills/Publisher Lab Test	5	Wednesday, September 18
2. Poster	5	Monday, September 23
3. Access Lab Test	10	Wednesday, October 9
4. Access Assignment	10	Wednesday, October 16
5. Theory Test #1	10	Monday, October 28
6. Web Site Plan and Home Page	10	Wednesday, November 6
7. Final Web Site and Presentation	20	Wednesday, November 20
8. Excel Lab Test	10	TBA (scheduled final exam)
9. Final Theory Test	10	TBA (scheduled final exam)
10. Participation/ Attendance	10	Every class

## CLASS SCHEDULE - Fall 2002

Week	Topic	Theory Topic	Due
September 4	<b>Introduction</b>		
September 9	<b>Publisher + Internet Basics</b>	Graphic Design Review	
September 16		E-Commerce Overview / E-mail/ Netiquette	Internet Skills and Publisher Test (5%)
September 23	<b>Access</b>	Database Marketing / One to One Marketing	Poster (5%)
September 30		B2C Applications/ G2S Applications	
October 7		B2B Applications	Access Practical Test (10%)
October 14	<b>Building an E-Commerce Web Site</b>	Starting an E-Business/ Web Page and Site Design	Access Project Due (10%)
October 21		Web Page and Site Design / Writing for the Web	
October 28			Theory Test #1 (10%)
November 4		Promoting the E-Business	Web Site Plan and Home Page (10%)
November 11		Search Engines	
November 18		Fulfillment/ Payment Systems / Web Hosting	Final Web Site and Presentation (20%)
November 25		<b>Excel</b>	Privacy, Security, and Legal
December 2	Issues, Concerns, and the Future of Internet		
TBA			Final Exam - Theory (10%) - Excel (10%)

### Reading

September 4	Course Outline		
September 9	Readings Package	p.1 to 15	
September 16	Readings Package	p. 16 to 24	
September 23	Readings Package	p. 25 to 32	<i>Benchmark Access</i> - Chapter 1 and 2
September 30	Readings Package	p. 33 to 36	<i>Benchmark Access</i> - Chapter 3 and 4
October 7	Readings Package	p. 37 to 39	<i>Benchmark Access</i> - Chapter 5
October 14	Readings Package	p. 40 to 47	
October 21	Readings Package	p. 48 to 51	
October 28			
November 4	Readings Package	p. 52 to 64	
November 11	Readings Package	p. 65 to 70	
November 18	Readings Package	p. 71 to 77	
November 25	Readings Package	p. 78 to 81	
December 2	Readings Package	p. 82 to 83	

Additional article readings may be assigned as the course progresses. There will also be handouts to read and work through for the Publisher, Internet Basics, Web Site Building and Excel parts of the course.