BA 2550 – Computer Applications for Marketing
Fall 2013

Credits: 3

Hours: 75 hours (3-0-2)

Description: Using commonly available business software and web applications, students will learn how to use and integrate web and social media tools to effectively market a product, service, or idea. Building on the material covered in BA 1150, spreadsheet and database applications for marketing will also be covered.

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, Athabasca University transfers BA 2550 as CMIS 2xxx on an individual course basis.   Other institutions may, or may not, accept BA 2550 for transfer credit; contact the receiving the institution.

Instructor: Bill Corcoran

Contact: Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca

Office Hours: MW 1 p.m. to 2:30 p.m. or by appointment. Appointment is usually better since I'm very prone to wandering**.**

Text: *Microsoft Office 2010 Excel – Level 2*. Rochester, NY: Element K Press, 2010.

Microsoft Office 2010 Access – Level 1. Rochester, NY: Element K Press, 2010.

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

Text Usage: We'll use the Element K books for the last month of the course – for Excel and Access. You'll work through the exercises in these books, so you'll need access to your own copy. There is no textbook for the Website and Social Media components – background and support material will be posted on the BA 2550 Moodle site.

Grading:

5%	Web Site Review and Presentation
5%	Web Site Plan
5%	Theory Quiz 1
20%	Website – Version 1.0
5%	Theory Quiz 2
20%	Web site – Version 2.0 + Social Media Integration
5%	Access Assignments
5%	Excel Assignments
30 %	Final Exam

Please note: You will need to complete each component of the course to get a passing grade.

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 – Sept. 9 and 11
- Introduction and Course Outline
- Marketing and Conducting Business on the Web
- Effective Business Websites
- Constructing a Business Website

Week 2 – Sept. 16 and 18
- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 16)

Week 3- Sept 23 and 25
- Constructing a Business Website
- DUE: Website Plan (Sept. 25)

Week 4 – Sept 30 and Oct. 2
- Constructing a Business Website
- Web 3.0 and beyond
- Social Media Marketing

Course Schedule (continued):

Week 5 – Oct. 7 and 9
- DUE: Theory Quiz 1 (Oct. 7)
- Social Media Marketing

Week 6 – Oct. 16
- Social Media Marketing
- DUE: Website 1.0 (Oct. 16)

Week 7 – Oct. 21 and 23
- Social Media Marketing

Week 8 –Oct 28 and 30
- Social Media Marketing
- Due: Theory Quiz 2 (Oct. 30)

Week 9 – Nov. 4 and 6
- Excel
- DUE: Website 2.0 (Nov. 4)

Week 10 – Nov. 13
- Excel
- Due: Excel Assignment 1 (Nov. 13)

Week 11 – Nov. 18 and 20
- Excel
- Access
- Due: Excel Assignment 2 (Nov. 20)

Week 12 – Nov. 25 and 27
- Access
- Due: Access Assignment 1 (Nov. 27)

Week 13 – Dec. 2 and 4
- Access
- DUE: Access Assignment 2 (Dec. 5 – submit by Thursday noon)

Week 14 – Dec. 9
- Practice Practical Test

Final Exam –T.B.A - Dec. 12-21 (scheduled by the Registrar)

Bill Corcoran
September 2013
Grande Prairie Regional College