

## BA 2550 - Computer Applications for Marketing

### Instructor:

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### Classroom:

*A313*

### Times:

*Mon., Wed. 14:30 - 16:50*

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## 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 and brochures). In addition, students will learn the marketing applications of spreadsheet and database programs. An in-depth discussion of e-commerce principles and practices will also be included.

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## PREREQUISITES:

BA 1090 and BA 1150 or consent of instructor.

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## GENERAL OBJECTIVES:

Students will be able to

1. design and produce promotional flyers and brochures.
2. design a static web site.
3. design a simple database for a retail merchant.

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## RESOURCE MATERIALS:

There is no textbook prescribed for this course. There will however be readings assigned from time to time, which will be made available on the internet.

## CONDUCT OF COURSE:

Lecture, Readings and Lab

The course is delivered live in computer lab A313 in the fall semester. Lecture

notes and instructions will be put online at this website from time to time. However, visiting this website is not a substitute for attendance in class.

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## COURSE CONTENT:

The course content consists of 3 modules, each consisting of 9 lessons. In addition to readings, your assignments will be to produce a marketing brochure, poster, web site and database for a small business. There will be three tests, one at the end of each module. There will be no final exam.

## GRADING SYSTEM

GPRC uses a letter grade system as explained in the College calendar. On a percentage basis, you will be assessed as follows:

Module 1	Assignments	15
	Module Test	20
Module 2	Assignment	10
	Module Test	20
Module 3	Assignment	15
	Module Test	20
		TOTAL 100

Your percentage score will be converted to a letter grade as follows:

Weighted Average %	Letter Grade
94 - 100	A+
90 - 93	A
85 - 89	A-
80 - 84	B+
76 - 79	B
72 - 75	B-
68 - 71	C+
64 - 67	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F