

BA 2550 - Computer Applications for Marketing

3 Credits, 75 Hours (3-0-2)

Instructor:

Bruce Macdonald

Office: C302

*Telephone: 539-2016(w)
402-8583(h)*

E-Mail: bmacdonald@gprc.ab.ca

Classroom:

A313

Times:

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

COURSE DESCRIPTION:

Using popular business applications software, students will learn and apply 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.

PREREQUISITES:

BA 1090 and BA 1150 or consent of instructor.

NOTE:

Credit may not be granted for both BA2550 and BA2500.

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.

DELIVERY MODE:

Lecture, Readings and Lab

The class meets twice per week in computer lab A313 in the fall semester. Each session is 2.5 hours. Lesson content will be covered in the first 1.5 hours. This will be followed by a 1 hour lab in which software applications

will be applied. Lesson notes and instructions will be put online at this website (dotCollege.com). However, visiting the website is not a substitute for attendance in class.

COURSE CONTENT:

The course contains 3 modules, each consisting of 8 lessons. In addition to readings, your assignments will be to produce a marketing brochure, poster, banner ad, 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 on page 33 of the College calendar. On a percentage basis, I will assess your performance 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

I will translate your percentage score into 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
