BA 2550 Computer Applications for Marketing
Fall 2010

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.

   Note: Credit may not be granted for both BA 2500 and BA 2550.

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: Grauer, Robert T. *Microsoft Office 2007, Volume 1, 3rd edition*. Upper Saddle River, NJ: Pearson Education, Inc., 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 Grauer text for the last month of the course – for Excel and Access. Hopefully, you'll have it from last year when you took BA 1150. If you don't already own the book, I wouldn't go and buy it new – it's too costly for just 4 weeks. We'll make alternate arrangements if you don't have the text.

Grading:

5%	Web Site Review and Presentation
5%	Web Site Plan
25%	Website – Version 1.0
25%	Web site – Version 2.0 + Social Media Integration
10%	Web and Social Media Theory Test
7.5%	Access Assignment
7.5%	Excel Assignment
15%	Practical Excel and Access Test

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

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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**
B+	**3.3**	**76-79**	**Standing**
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**
D	**1.0**	**50-54**	**Pass**
F	**0.0**	**0-49**	**Fail**

Course Schedule:

Week 1 - Sept. 8
- Introduction and Course Outline
- Marketing and Conducting Business on the Web
- Effective Business Websites

Week 2 – Sept. 13 and 15
- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 15)

Week 3 – Sept. 20 and 22
- Constructing a Business Website
- DUE: Website Plan (Sept. 22)

Week 4- Sept 27 and 29
- Constructing a Business Website

Week 5 – Oct. 4 and 6
- Constructing a Business Website
- Web 3.0 and beyond
- Social Media Marketing

Week 6 – Oct. 13
- Social Media Marketing
- DUE: Website 1.0 (Oct. 13)

Week 7 – Oct. 18 and 20
- Social Media Marketing

Week 8 – Oct. 25 and 27
- Social Media Marketing

Course Schedule (continued):

Week 9 – Nov. 1 and 3
- Social Media Marketing
- Excel
- DUE: Website Version 2.0 with Social Media (Nov. 3)

Week 10 – Nov. 8 and 10
- Excel
- DUE: Website and Social Media Theory Test (Nov. 10)

Week 11 – Nov. 15 and 17
- Excel

Week 12 – Nov. 22 and 24
- Access
- Due: Excel Assignment (Nov. 22)

Week 13 – Nov. 29 and Dec. 1
- Access

Week 14 – Dec. 6
- DUE: Excel and Access In Class Test (Dec. 6)
- DUE: Access Assignment (Dec. 6)

Bill Corcoran
September 2010
Grande Prairie Regional College