



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2021

BA2550 A2– COMPUTER APPLICATIONS FOR MARKETING (3-0-2) 75 HOURS FOR 15 WEEKS

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

INSTRUCTOR: Shawn DeGreeve **PHONE:** 780-539-2911
OFFICE: C307 **E-MAIL:** sdegreeve@gprc.ab.ca
OFFICE HOURS: Appointment Only. Preferred days are Tue, Wed, Thu 10:15am - 12:30

***All email correspondence must be sent from your GPRC student email account and must be professionally formatted** (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

CALENDAR DESCRIPTION: Using a popular website design template, students will build a functional business website and then integrate social media applications into the site. In addition, website and social media marketing theory, strategy, tactics, and execution will be covered. Intermediate level spreadsheet applications for marketing are also addressed.

PREREQUISITE(S)/COREQUISITE: BA1090 & BA1150

REQUIRED TEXT/RESOURCE MATERIALS: Barker, M., et al. (2017). *Social media marketing: A strategic approach* (2nd Edition). Cengage Learning Inc.

You will *require* Cengage along with this book to complete quizzes, assignments, and exams.

You must have an access code in order to gain access to the online resources.

DELIVERY MODE(S): High flex – This type of course give students the option of attending sessions in the classroom, participating remotely, or doing both. Please note that some course components require onsite attendance. **Students must have a computer with a webcam and reliable internet connection.**

Students who decide to attend via Zoom must give the instructor notice prior (Minimum 1 Hour) to the scheduled class start time.

Webcams must be always on during the duration of the class. This will require proper attire, a distraction-free area with minimal noise, adequate lighting, and reliable technology/internet connection. Students will be removed from the Zoom classroom that do not adhere to these requirements.

NOTE – All Exams require onsite (in-person) attendance.

Course Objectives:

In this course, students will learn the basic principles of effective web presentation for a business. Learners evaluate and plan a website from current web building site platforms. As the course progresses, students will then learn about the use of common social media tools for business purposes, and then effectively integrate some of these tools into the website they've built. The course concludes by covering the use of social media advertising and how digital advertising is now a critical tool for all businesses and non-profits.

Learning Outcomes:

Upon successful completion of the course, students will be able to do the following:

- Critically analyze and explain (in both written and public speaking formats) how effectively a business or organization has used its website and related social media tools.
- Build an effective simple business or organizational website in Wordpress that achieves defined business purposes. Then, effectively and strategically integrate social media tools into the website you've built that enhance the site's usefulness.
- Conduct an effective short presentation using technology and public speaking techniques.
- Demonstrate understanding of key basic web technology concepts and the use of social media tools through performance on written tests.
- Demonstrate understanding of digital advertising.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

EVALUATIONS:

Note: In order to pass BA 1010:

Assignment 1 Web	5%
Assignment 2 Web	10%
Quizzes	15%
Assignment 3 SSM	20%
Assignment 4 SSM	15%
Discussions	5%
Assignment 5	30%
Final Project (Social Media Plan & Advertising Plan)	
Total	100%

There are no midterm or final exams in this course, though there will be an emphasis placed on creating unique and original work of your own conception.

Assignment, Quizzes and Exam Policies:

Assignments

- There will be writing assignments and a presentation. All assignments will be submitted to D2L course assignment and subject to Turnitin plagiarism assessment.
- **All assignments must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed assignments**

Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple-choice question and short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.**
- **All quizzes must be completed before the expiration of the pre-set due date or the student will receive a mark of zero for any missed quizzes (see schedule for dates).**
- Once the quiz has been started, you must complete the entire quiz within the **allotted time.**
- Logging off or losing the internet connection during the exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection when attempting an exam. This is the responsibility of the student, not the instructor.**

Other Exam & Classroom Policies

- Assignments, quizzes, and exams will be written as scheduled. **No rewrites/rescheduled exams will be given.** If there is an excusable absence, the weighting of the missed exam will be added to the final exam weighting. If the absence is not excusable, a grade of 0% will be given.
- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked. Any exams/quizzes/assignments contested after this time frame will not be given consideration.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom, resulting in a marked absence.... i.e., excessive/disruptive talking, texting, taking phone calls, etc...
- Students are expected to demonstrate professional conduct for the duration of the course. Some aspects of this include the following: attending each class and arriving on time, restricting discussions in class to the current course material, keeping mobile phones in the “off” or “silent” modes, and not placing or answering calls, text messages, or emails during class time. Unprofessional conduct is disruptive to the learning environment and makes mastering the course material more difficult for all students. If behavior is deemed to be disruptive to the classroom environment, the student will be required to leave. Students are responsible for any missed content due to missed classes (excused or unexcused).
- **Photographing and/or recording course content is strictly prohibited.**
- **Final examinations will be scheduled by the Registrar’s office. Do not plan any activities during examination week.**

Debarred from Exams

- “You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if significant parts of required assignments or lab work are not completed.”

Student Conduct

- **Your responsibility** as a student is to arrive on time and remain for the duration of scheduled classes and related activities.
- **Your responsibility** as a student is to respect faculty member’s right to enforce the attendance requirements for the course.

GRADING CRITERIA:

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE

Week	Chapter	Topic	To Do
1 – Sept 1-	1	Introduction and Course Outline - Social Marketing - Effective Business Websites	
2 - Sept 6 -	2,3	Goals and Strategies, Target Audience Constructing a Business Website	Quiz
3 - Sept 13 -	4,5	Rules, Platforms and SM Sites	Assignment 1
4 - Sept 20 -	6,15	Microblogging, SMMP	Quiz
5 - Sept 27-	7	Content and Sharing	Assignment 2
6 - Oct 4 -	8	Video	Quiz

7 - Oct 11 -	Thanksgiving & Fall break	No Classes	Quiz
8 - Oct 18	9	Photo Sharing	Assignment 3
9 - Oct 25	10	Discussion	Quiz
10 - Nov 1	11	Content	Quiz
11 - Nov 8		Content	Assignment 4
12 - Nov 22	12	Mobile	Quiz
13 - Nov 29	13	SM Monitoring	Quiz
14 – Dec 6	14	Tool for Managing	Quiz
15 – Dec 13	Revisit 15	SSMP	Assignment 5 Final Project

The final exam will be scheduled by the registrar's office during the period **December 11 - 19, 2021**. Please **keep your schedule open and be available** for in-person exam during this time. Dates for the midterm, tests, and assignments will be announced in class as required during the semester.

Please note: The above schedule may be revised at the discretion of the instructor based on class requirements.

STUDENT RESPONSIBILITIES:

Student Conduct

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services.

Attendance

Regular attendance is crucial for student success. As noted in the Rights and Responsibilities, faculty members may prescribe attendance requirements for specific courses and in addition, programs may have mandatory attendance requirements.

Students receiving training allowances or other forms of financial assistance are expected to be aware of and comply with the conditions of their sponsorship, which generally require regular attendance. The College is obliged to provide attendance requirements directly to the sponsoring agency to ensure continued financial assistance.

Attendance is mandatory for apprentices. Unauthorized absences may result in termination of training and training allowances.

Academic Grievance

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at www.gprc.ab.ca.

Copyright

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

Academic Dishonesty

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at

****Note:** all Academic and Administrative policies are available on the same page.

Cheating

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- **Absolutely no examination materials may be removed from the examination room.** All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.

Plagiarism

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)

- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

SOFTWARE & NETWORK REQUIREMENTS

The following software apps and internet capacity are required to participate in online courses at GPRC:

Application	
Web Browser	Google Chrome with auto updates enabled
Office Suite	Microsoft Office 2016 or compatible office suite
*GPRC students receive a free Microsoft Office 365 license for Windows or macOSX	
Internet	
DSL, Cable or LTE wireless internet	1.5Mbps upload, 1.5Mbps download

MINIMUM DEVICE REQUIREMENTS

Note: Students may experience some issues using Chromebooks with some applications. Please discuss issues with your instructor.

NOTE: A desktop or laptop computer is strongly recommended over tablet devices for participation in online meetings or online class sessions. iPhones or Android phones may provide minimum functionality, but are NOT recommended for participation in online sessions.

A device must meet or exceed the following specifications to participate in online courses at GPRC:

Platform	OS Version	Hardware Specs
Windows Desktops Windows Laptops Windows Tablets	Windows 10 Home Windows 10 Professional Windows 8 or 8.1 *Windows 10S is not supported in S mode	Dual-core CPU 2 GB RAM 64 GB storage 1280x768 display resolution Microphone Speakers or Headphones Web camera
Mac Desktops Mac Laptops	macOSX 10.13 or higher	Dual-core CPU 4 GB RAM 64 GB storage 1280x800 display resolution Microphone Speakers or Headphones Web camera
Chromebooks	ChromeOS with updates enabled	Dual-core CPU 2 GB RAM 16 GB storage Speakers or Headphones
iPad v3 or newer	iOS 7.0 or iPadOS 13	8 GB of free storage Speakers or Headphones
Android Tablet	Android 6.0	Dual-core CPU 1 GB RAM 8 GB of free storage 1280x800 display resolution Speakers or Headphones

COURSE MANAGEMENT SYSTEM

GPRC uses the “myClass” (D2L) online course management system.

To access myClass (D2L), visit <https://myClass.gprc.ab.ca/>

AUDIO/VIDEO CONFERENCING SOFTWARE:

GPRC uses the **Zoom** web-based audiovisual conference system. Zoom is a real-time virtual meeting environment that supports:

- Real-time audio/video discussion, with breakout rooms for small group discussion
- Text messaging, surveys and basic assessments
- Application and Desktop sharing
- A shared whiteboard with markup tools
- Recording of sessions for convenient playback

To take part in a zoom meeting (class), you will need a headset or speakers and a microphone. The first time that you connect to Zoom, you will be prompted to run through some set-up routines that will run automatically from the server. To participate in Zoom meetings, click on the meeting links that your instructor has set up within your myClass course space.