



Grande Prairie Regional College – Department of Business – Course Outline  
**BA 2550 – Computer Applications for Marketing**  
Fall 2014

**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](mailto: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 2013 Excel – Level 2. Rochester, NY:  
Element K Press, 2014. FIX***

***Microsoft Office 2013 Access – Level 1. Rochester, NY:  
Element K Press, 2014. FIX***

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.



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- 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

<b>A+</b>	<b>4.0</b>	<b>90-100</b>	<b>Excellent</b>
<b>A</b>	<b>4.0</b>	<b>85-89</b>	
<b>A-</b>	<b>3.7</b>	<b>80-84</b>	<b>First Class Standing</b>
<b>B+</b>	<b>3.3</b>	<b>76-79</b>	
<b>B</b>	<b>3.0</b>	<b>73-75</b>	<b>Good</b>
<b>B-</b>	<b>2.7</b>	<b>70-72</b>	
<b>C+</b>	<b>2.3</b>	<b>67-69</b>	<b>Satisfactory</b>
<b>C</b>	<b>2.0</b>	<b>64-66</b>	
<b>C-</b>	<b>1.7</b>	<b>60-63</b>	
<b>D+</b>	<b>1.3</b>	<b>55-59</b>	<b>Minimal Pass</b>
<b>D</b>	<b>1.0</b>	<b>50-54</b>	
<b>F</b>	<b>0.0</b>	<b>0-49</b>	<b>Fail</b>

**Course Schedule:**

Week 1 – Sept. 8 and 10

- Introduction and Course Outline
- Marketing and Conducting Business on the Web
- Effective Business Websites
- Constructing a Business Website

Week 2 – Sept. 15 and 17

- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 15)

Week 3- Sept 22 and 24

- Constructing a Business Website
- DUE: Website Plan (Sept. 24)

Week 4 – Sept 29 and Oct. 1

- Constructing a Business Website
- Web 3.0 and beyond
- Social Media Marketing



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**Course Schedule (continued):**

Week 5 – Oct. 6 and 8

- DUE: Theory Quiz 1 (Oct. 6)
- Social Media Marketing

Week 6 – Oct. 15

- Social Media Marketing
- DUE: Website 1.0 (Oct. 15)

Week 7 – Oct. 20 and 22

- Social Media Marketing

Week 8 – Oct 27 and 29

- Social Media Marketing
- Due: Theory Quiz 2 (Oct. 29)

Week 9 – Nov. 3 and 5

- Excel
- DUE: Website 2.0 (Nov. 3)

Week 10 – Nov. 12

- Excel
- Due: Excel Assignment 1 (Nov. 12)

Week 11 – Nov. 17 and 19

- Excel
- Access
- Due: Excel Assignment 2 (Nov. 20)

Week 12 – Nov. 24 and 26

- Access
- Due: Access Assignment 1 (Nov. 26)

Week 13 – Dec. 1 and 3

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

Week 14 – Dec. 8

- Practice Practical Test

Final Exam –T.B.A - Dec. 10-19 (scheduled by the Registrar)

**Bill Corcoran**  
**September 2014**  
**Grande Prairie Regional College**