



Grande Prairie Regional College – Department of Business and Office Administration
BA 2550 – Computer Applications for Marketing
Fall 2015 Course Outline

- 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 E 308 – 780-539-2735 – bcorcoran@gprc.ab.ca
- Office Hours:** MW 1 p.m. to 2:30 p.m. or by appointment. Appointments are usually better since I'm very prone to wandering.
- Text:** *Microsoft Office 2013 Excel – Part 2 (Second Edition)*. Rochester, NY: Logical Operations, 2013.
Microsoft Office 2013 Access – Part 1. Rochester, NY: Logical Operations, 2013.
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 Logical Operations 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.

Course Objectives:

In this course, students will learn the basic principles of effective web presentation for a business. Learners will then build a simple business or non-profit organization website using the Wordpress platform. 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 intermediate level Excel concepts and basic level Access concepts as applied to marketing and business situations.



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Course Outcomes:

By the end of the course, students should be able to

- 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 digital presentation technology and appropriate 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 and application of intermediate Excel concepts and basic Access concepts to marketing and business scenarios through performance on hand-in assignments and time-limited practical situation tests.

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

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
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 Pass
D	1.0	50-54	
F	0.0	0-49	Fail



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Course Schedule:

Week 1 – Sept. 2 and 9

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

Week 2 – Sept. 14 and 16

- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 14)

Week 3- Sept 21 and 23

- Constructing a Business Website
- DUE: Website Plan (Sept. 23)

Week 4 – Sept 28 and 30

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

Week 5 – Oct. 5 and 7

- DUE: Theory Quiz 1 (Oct. 5)
- Social Media Marketing

Week 6 – Oct. 14

- Social Media Marketing
- DUE: Website 1.0 (Oct. 14)

Week 7 – Oct. 19 and 21

- Social Media Marketing

Week 8 – Oct 26 and 28

- Social Media Marketing
- Due: Theory Quiz 2 (Oct. 28)

Week 9 – Nov. 2 and 4

- Excel
- DUE: Website 2.0 (Nov. 2)

Week 10 – Nov. 9

- Excel
- Due: Excel Assignment 1 (Nov. 9)

Week 11 – Nov. 16 and 18

- Excel
- Access
- Due: Excel Assignment 2 (Nov. 18)



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Course Schedule (continued):

Week 12 – Nov. 23 and 25

- Access
- Due: Access Assignment 1 (Nov. 25)

Week 13 – Nov. 30 and Dec. 2

- Access
- DUE: Access Assignment 2 (Dec. 3 – submit by Thursday noon)

Week 14 – Dec. 7

- Practice Practical Test

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

Bill Corcoran
September 2015
Grande Prairie Regional College