Grande Prairie Regional College – Department of Business and Office Administration
BA 2550 – Computer Applications for Marketing (3-0-2) 75 Hours
Fall 2016 Course Outline

Credits: 3

Hours: 75 hours (3-0-2)

Description: Using popular business applications software, students will learn and apply the sound 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.

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, the following AB universities transfer BA 2550 as

- Athabasca U **-** CMIS 2xxx (3)
- MacEwan - MGMT 107 (3)
- U of Calgary – Jr MGMT (3)
- U of Lethbridge – MGT 2xxx (3)
- Other institutions may, or may not, accept BA 2550 for transfer credit; contact the receiving the institution.

(Transfer info retrieved from www.Alis.Alberta.ca on August 3, 2016)

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**.**

Texts: Barker, Melissa, et al. (2017). *Social Media Marketing: A Strategic Approach (Second Edition).* Boston: Cengage Learning.

Kelly, William (2016). Microsoft Office 2016 Excel: Part 2 (Second Edition). Rochester, NY: Logical Operations, 2016.

- Also, an assortment of readings and videos will be posted on the BA 2550 Moodle site which you will need to download and view/read.
- Both the Social Media text and the Excel test are new this year, so you won't find used copies around GPRC. Sorry.

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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 as applied to marketing and business situations.

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 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
	10%	Theory Quizzes (Best 2 of 3 count)
	20%	Website – Version 1.0
	15%	Web site – Version 2.0 + Social Media Integration
	5%	Excel Assignment
	10%	Practical Excel Test
	30 %	Final Project – Social Media Plan + Short Video (due during the Exam period)

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

Course Schedule:

Week 1 –Aug. 31 and Sept. 7
- Introduction and Course Outline
- Marketing and Conducting Business on the Web
- Effective Business Websites
- Constructing a Business Website

Week 2 – Sept. 12 and 14
- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 12)

Week 3- Sept 19 and 21
- Constructing a Business Website
- DUE: Website Plan (Sept. 21)

Week 4 – Sept 26 and 28
- Constructing a Business Website
- Social Media Marketing – Read Ch.1; Skim Ch.15 and Appendix A

Week 5 – Oct. 3 and 5
- DUE: Theory Quiz 1 (Oct. 3)
- Social Media Marketing – Read Ch. 2 and 3

Week 6 – Oct. 12
- Social Media Marketing – Read Ch. 4
- DUE: Website 1.0 (Oct. 12)

Week 7 – Oct. 17 and 19
- Social Media Marketing – Read Ch. 5, 6 and 7

Week 8 –Oct 24 and 26
- Social Media Marketing – Read Ch. 8 and 9
- Due: Theory Quiz 2 (Oct. 24)

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Course Schedule (continued):

Week 9 – Oct. 31 and Nov. 2
- Social Media Marketing – Read Ch. 10, 11, and 12
- DUE: Website 2.0 (Oct. 31)

Week 10 – Nov. 7 and 9
- Social Media Marketing – Read Ch. 13 and 14
- Excel
- Due: Theory Quiz 3 (Nov. 9)

Week 11 – Nov. 14 and 16
- Excel

Week 12 – Nov. 21 and 23
- Excel
- Web Video
  Due: Excel Assignment 1 (Nov. 21)

Week 13 – Nov. 28 and Nov. 30
- Web Video
  Due: Excel Assignment 2 (Nov. 30)

Week 14 – Dec. 5
- Excel Practice Practical Test

Final Project –T.B.A. - Dec. 7-16 (scheduled by the Registrar)

Bill Corcoran
September 2016
Grande Prairie Regional College