

**Grande Prairie Regional College – Department of Business – Course Outline**  
**BA 2550 Computer Applications for Marketing**  
**Fall 2011**

**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 2xx 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 2010 Excel – Level 2.* Rochester, NY: Element K Press, 2010.

*Microsoft Office 2010 Access – Level 1.* Rochester, NY: Element K Press, 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 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.

**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

<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. 12 and 14

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

Week 2 – Sept. 19 and 21

- Constructing a Business Website
- DUE: Website Review and Presentation (Sept. 19)

Week 3- Sept 26 and 28

- Constructing a Business Website
- DUE: Website Plan (Sept. 26)

Week 4 – Oct. 3 and 5

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

Week 5 – Oct. 12

- Social Media Marketing

Week 6 – Oct. 17 and 19

- Social Media Marketing
- DUE: Website 1.0 (Oct. 17)

Week 7 – Oct. 24 and 26

- Social Media Marketing

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**Course Schedule (continued):**

Week 8 – Oct 31 and Nov. 2

- Social Media Marketing
- Excel
- DUE: Website Version 2.0 with Social Media (Nov. 2)

Week 9 – Nov. 7 and 9

- Excel
- DUE: Website and Social Media Theory Test (Nov. 9)

Week 10 – Nov. 14 and 16

- Excel

Week 11 – Nov. 21 and 23

- Access
- Due: Excel Assignment (Nov. 21)

Week 12 – Nov. 28 and 30

- Access
- DUE: Access Assignment (Dec. 2 –get it to me before the weekend )

Week 13 – Dec. 5 and 7

- Return Access Assignment and short Practice test
- DUE: Excel and Access In Class Test (Dec. 7)

**Bill Corcoran**  
**September 2011**  
**Grande Prairie Regional College**