



# Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

## COURSE OUTLINE - FALL 2007

### BA 2550 3(3-0-2) – Computer Applications for Marketing

#### Instructor:

*Bruce Macdonald*

*Office: C302*

*Telephone: 539-2016(w)  
513-8523(h)*

*E-Mail: [bmacdonald@gprc.ab.ca](mailto:bmacdonald@gprc.ab.ca)*

*Website: [gpbusiness.ca](http://gpbusiness.ca)*

#### Dates:

*Sep. 10 - Dec. 05, 2007*

#### Classroom & Times:

*Mon. & Wed. at 14:30 - 16:50 in Room A307*

---

#### COURSE DESCRIPTION:

Using popular business applications software, students will learn and apply 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.

**Prerequisites:** *BA1090 and BA1150 or consent of instructor.*

**Note:** *Credit may not be granted for both BA2500 and BA2550.*

---

#### GENERAL OBJECTIVES:

Upon exit the student will be able to:

1. design and produce promotional flyers and brochures.
2. design a static web site.
3. design a simple database for a retail merchant.

---

#### RESOURCE MATERIALS:

There is no textbook prescribed for this course. There will however be readings assigned from time to time, which will be made available on the course website.

---

#### DELIVERY MODE:

Lecture, Readings and Lab

The class meets twice per week in computer lab A307 in the fall semester. Each session is 2.5 hours. Lesson content will be covered in the first 1.5 hours. This will be followed by a 1 hour lab in which software applications will be applied. Attendance in class is a requirement.

---

## COURSE CONTENT and TENTATIVE SCHEDULE:

### Module 1 - Desktop Publishing

Sept. 10	Lesson 1
Sept. 12	Lesson 2
Sept. 17	Lesson 3
Sept. 19	Lesson 4
Sept. 24	Lesson 5
Sept. 26	Lesson 6
Oct. 01	Lesson 7
Oct. 03	Lesson 8
Oct. 08	Thanksgiving - No Class
Oct. 10	Module 1 Test

### Module 2 - Web Publishing

Oct. 15	Lesson 1
Oct. 17	Lesson 2
Oct. 22	Lesson 3
Oct. 24	Lesson 4
Oct. 29	Lesson 5
Oct. 31	Lesson 6
Nov. 05	Lesson 7
Nov. 07	Lesson 8
Nov. 12	Module 2 Test

### Module 3 - Database Design

Nov. 14	Lesson 1
Nov. 19	Lesson 2
Nov. 21	Lesson 3
Nov. 26	Lesson 4
Nov. 28	Lesson 5
Dec. 03	Lesson 6
Dec. 05	Module 3 Test

---

## GRADING SYSTEM

GPRC uses the alpha grading system as explained on page 37 of the College calendar. On a percentage basis you will be assessed as follows:

Module 1	Assignments	25
	Module Test	15
Module 2	Assignment	10
	Module Test	15
Module 3	Assignment	15
	Module Test	20
<b>TOTAL:</b>		<b>100</b>

I will translate your percentage score into a letter grade as follows:

Weighted Average %	Letter Grade
94 - 100	A+
90 - 93	A
85 - 89	A-
80 - 84	B+
76 - 79	B
72 - 75	B-
68 - 71	C+
64 - 67	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F