



# Grande Prairie Regional College

## School of Business

### Department: Business Administration

#### COURSE OUTLINE – FALL 2008

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

**Instructor:** Kelly Coulter

**Phone:** 539-2829

**Office:** C415

**E-mail:** kcoulter@gprc.ab.ca

**Office Hours**  
Wednesday 11:30 – 1:00  
Tuesday & Thursday 1:00 – 2:00  
Or by appointment

**Class** M W 2:30 – 4:50

---

#### **Prerequisite(s)/corequisite(s):**

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

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

#### **Required Text/Resource Materials:**

*Desktop Publishing 2007 with Word, Gardonio, Logitell Publishing*

*Microsoft Office Excel 2007 Level 2, CCI Learning Solutions 2008*

*Adobe Dreamweaver CS3 Level 1, Element K Courseware 2008*

*BA 2250 Course Pack -*

**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, brochures, etc.) and multi-media presentations. In addition students will learn the marketing applications of spreadsheet and database programs.

**Credit/Contact Hours:** This is a 3 credit course with 5 lab hours per week.

**Delivery Mode(s):**

Lecture, Readings and Lab

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. For each topic there will be classroom lectures and demonstrations. Students will be expected to pre-read chapters before the class and participate in the lectures through discussion of the concepts. Students are also expected to complete all assignments and projects on time. Please discuss any questions or concerns with the instructor in class, during the above office hours or by appointment.

A variety of teaching methods will be used. These will include lectures, article discussions, guest speakers, student presentations, and small group exercises. As you might expect, a significant amount of class time will be spent working on the computer - both learning software programs and completing projects.

**Grading Criteria:**

- Assignments ..... 20%
- Projects..... 40%
- Exams ..... 20%
- Job Success Skills ..... 10%

Regular attendance and punctuality

Timely completion of work

- *All assignments must be submitted on time and in an acceptable format.*
- *All assignments must be submitted using the software taught in this course unless otherwise noted.*

Maintaining a high standard of work and professionalism

Ability to work both independently and collaboratively

- *Although I encourage students assisting each other, all assignments must be individually done. In the past, there have been some problems with students working in collaboration with each other and then submitting identical solution.*

Grades will be assigned on the Letter Grading System.

## **Business Administration and Commerce Department**

### **Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

#### **Statement on Plagiarism:**

Plagiarism will not be tolerated. Please ensure you read and understand the College policy on plagiarism as published in the Calendar. The penalty for plagiarism is SEVERE. It can consist of EXPULSION from the program and institution or receiving a grade of ZERO on a course. If you have any questions as to whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment. The instructor reserves the right to use electronic plagiarism detection services.