Computer Applications for Marketing

BA 2550 (3-0-2)

E-Commerce - The wave of the future

Basic Course Information

Instructor

Bill Corcoran
Room B-309B
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Office Hours

MWF   10-11 a.m.
or by appointment. Making an appointment
is usually better; I'm prone to wandering

Transferability

Some universities or colleges may accept
this course for transfer credit. Please check
with the receiving institution.

Pre-Requisites

BA 1090 & BA 1150 or instructor
permission

Records Retention

Class records, including final exams, will be
maintained for one year after the last day of
this course. These records will then be
destroyed in a secure manner. Any
unclaimed student term tests or assignments
will be destroyed within 30 days of the last
class. Selected student projects may be kept
and shown as examples for future classes
provided that the proper consent form has
been signed.

Texts

Grauer, Robert and Maryann Barber,
Exploring Microsoft Access 97. Saddle
River, NJ, Prentice Hall, 1998.

"Business and the Internet," *The Economist*,
June 26, 1999.

"Shopping around the web," *The Economist*,
February 26, 2000.

A *Readings Package* will be distributed with
additional required readings. Also, a number
of hand out articles will be distributed in
class during the term. The Grauer text will
be used extensively in the MS-Access part of
the course. *The Economist* supplements will
be discussed during a number of the theory
classes; you need to read them.

Course 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. A discussion of e-commerce will also be
included.

Tips for Succeeding in this Course

1. **Pay attention** to detail on your
projects. Spelling mistakes, typos,
dead links on web pages, etc. really
detract from the professionalism of a
project.

2. **Do** the practice exercises and
projects. It's good to make mistakes
and learn on the practice exercises
before doing your graded projects.

3. **Read** the assigned readings before
the class. There are many unfamiliar
words and concepts; it helps to go
over these ideas more than once.

4. **Attend** all classes; if you must
miss for any reason, make
arrangements with a classmate to get
any notes, handouts, etc. that you may
have missed.

Grading Scheme

Practical Lab Tests		30%
-	Internet/Publisher	
-	Access	
-	Excel	
Projects		50%
-	Brochure	
-	Web Site	
-	Excel	
-	Access	
Final Exam		20%

The Gory Details

In-Class Activities

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.

Attendance

To get the most out of the classes, you must attend regularly. If you can't make a class, please make arrangements with another class member to get any notes that you might have missed.

Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for an absence.

Course Objectives

By the completion of this course, you will be able to:

1. Understand the principles of using information technology (i.e. the Internet, databases, etc.) for marketing purposes.

2. Design and build an effective business web site

3. Apply the principles of sound graphic design to the production of promotional documents

4. Apply database and spreadsheet software to solving business and marketing problems

Tests/Assignments

All assignments and tests must be completed to receive a grade for this course. If you fail to complete an assignment or test, you will be assigned a grade of Incomplete.

Assignments are due at the **start** of the class on the due date. Unauthorized late assignments will be assessed a 15 percent per day late penalty.

Four projects are due during the term. These projects will allow you to apply the computer skills you learn during the course.

Three practical, in-class tests are scheduled to test your skills on various software packages (i.e. Publisher, Access, and Excel.) You will complete these tests using the computer.

Final Exam

A final exam will be scheduled by the Registrar during the final exam period. This test will evaluate your knowledge of the e-commerce theory covered in the course.

Key Dates

Assignment/Test	% of Grade	Due Date
1. Internet Skills/Publisher Test	10	Thursday, September 28
2. Brochure	5	Thursday, September 28
3. Web Site and Presentation	25	Friday, October 20
4. Access Lab Test	10	Friday, November 17
5. Access Assignment	10	Friday, November 17
6. Excel Assignment	10	Friday, December 8
7. Excel Lab Test	10	Friday, December 8
8. Final Theory Test	20	TBA (scheduled final exam)

CLASS SCHEDULE - Fall 2000

Week	Tuesday Class 75 minutes	Thursday Class 75 minutes	Friday Lab 2 hours
September 4	N/A	Introduction	BA 2090 Seminar
September 11	Graphic Design Review	**Publisher + Internet Basics**	
September 18	E-Commerce Overview		
September 25	1 to 1 Marketing Overview	• Internet Skills and Publisher Test (10%) • Brochure (5%)	**Building an E-Commerce Web Site**
October 2	Web Page and Site Design		
October 9	Web Page and Site Design		
October 16	Privacy Policies, Legal Considerations		• Web Site Presentations (25%)
October 23	Database Marketing	Access	
October 30	Promoting an E-Business		
November 6	Search Engines		Remembrance Day
November 13	B 2 B E-Commerce		• Access Practical Test (10%) • Access Project Due (10%)
November 20	Fulfillment, Distribution, The Value Chain	Excel	
November 27	Security, Payment Systems, Web Hosting		
December 4	The Future of Internet and Theory Review		• Excel Practical Test (10%) • Excel Assignment Due (10%)
TBA	Final Exam - Theory (20%)		

Reading

September 11	*Readings Package* - Graphic Design	
September 18	*Shopping Around* (p.5-15 and 40-44)	*Net Imperative* (p.5-11)
September 25	*Readings Package* - 1 to 1 Marketing	
October 2	*Readings Package* - Web Site Building	
October 9	*Readings Package* - Web Site Building	
October 16	*Readings Package* - Privacy/Legal	*Shopping Around* (p.49-53)
October 23	*Readings Package* - Database Marketing	
October 30	*Readings Package* - Promoting the E-Business	
November 6	*Readings Package* - Search Engines	
November 13	*Readings Package* - B to B E-Commerce	*Net Imperative* (p.11-29)
November 20	*Net Imperative* (p. 29-34)	*Shopping Around* (p.27-40)
November 27	*Readings Package* - Security, Payment, Hosting	*Net Imperative* (p.39)
December 4	*Net Imperative* (p.34-40)	*Shopping Around* (p.15-27)

Additional article readings may be assigned as the course progresses. In addition, you will need to read and work through the first four chapters in *Exploring Microsoft Access 97* during the Access part of the course. There will also be handouts to read and work through for the Publisher, Internet Basics, and Excel parts of the course.