

Computer Applications for Marketing

BA 2550 (3-0-2)

Basic Course Information

Instructor

Bill Corcoran
Room B-309B
539-2735 (messages) corcoran@gprc.ab.ca

Office Hours

TWR 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

Fuller, Floyd. *Getting Started with E-
Commerce*. Ft. Worth: Harcourt, 2000.
Rutkosky, Nita. *Microsoft Access: Core
Certification*. St. Paul: Paradigm Publishing,
2001.

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

E-Commerce - The wave of the future



SEP. 13 2001

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.) 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	45%
- Brochure	
- Web Site	
- Access	
Final Exam	25%

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.

Three 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/	% of Grade	Due Date
1. Internet Skills/Publisher Test	10	September 19
2. Brochure	5	September 24
3. Web Site Plan and Home Page	10	October 17
4. Final Web Site and Presentation	20	October 31
5. Access Lab Test	10	November 21
6. Access Assignment	10	November 26
7. Excel Lab Test	10	December. 5
8. Final Theory Test	25	TBA (scheduled final exam)

CLASS SCHEDULE - Fall 2001

Week	Topic	Theory Topic	Due
September 5	Introduction		
September 10	Publisher + Internet Basics	Graphic Design Review/ E-Commerce Overview	
September 17		Communication and Networks/ The Internet, the Web, and E-Commerce	• Internet Skills and Publisher Test (10%)
September 24	Building an E-Commerce Web Site	Web Page and Site Design I	• Brochure (5%)
October 1		Web Page and Site Design II	
October 8		B2C Applications/ G2S Applications	
October 15		B2B Applications	• Web Site Plan and Home Page (10%)
October 22		Promoting an E-Business	
October 29		Search Engines	• Final Web Site and Presentation (20%)
November 5	Access	Database Marketing	
November 12		One-to-one Marketing	
November 19		Fulfillment/ Payment Systems / Web Hosting	• Access Practical Test (10%)
November 26	Excel	Issues, Concerns, and Problems	• Access Project Due (10%)
December 3		The Future of Internet and Theory Review	• Excel Practical Test (10%)
TBA			• Final Exam - Theory (20%)

Reading

September 5	<i>Getting Started</i> - Chapter 1
September 10	<i>Readings Package</i> - Graphic Design
September 17	<i>Getting Started</i> - Chapter 2
September 24	<i>Getting Started</i> - p.192-211
October 1	<i>Readings Package</i> - Web Site Building
October 8	<i>Getting Started</i> - Chapter 4 and 6
October 15	<i>Getting Started</i> - Chapter 5
October 22	<i>Readings Package</i> - Promoting the E-Business
October 29	<i>Readings Package</i> - Search Engines
November 5	<i>Benchmark Access</i> - Chapter 1 and 2
November 12	<i>Benchmark Access</i> - Chapter 3 and 4
November 19	<i>Benchmark Access</i> - Chapter 5
November 26	<i>Getting Started</i> - Chapter 8
December 3	<i>Getting Started</i> - Chapter 9

Readings Package – E-Commerce Overview
Getting Started - Chapter 3 + Appendix A & B

Readings Package - Web Site Building

Readings Package – B2B E-Commerce
Getting Started - p. 215-216

Readings Package - Database Marketing
Readings Package - One to One Marketing
Readings Package - Fulfillment, Payment, Hosting
Readings Package – Privacy, Legal, Security

Additional article readings may be assigned as the course progresses. There will also be handouts to read and work through for the Publisher, Internet Basics, and Excel parts of the course.