Computer Applications for Marketing

BA 2550

Meeting marketing challenges with technology

Basic Course Information

Instructor:
Kathleen Frei
Room C413
539-2007
(Messages)

Office Hours:
T/R   9:00-9:30
M/W/F 1:00-2:00
(I'm prone to wandering, your best bet is to make an appointment)

Prerequisite: BA 1090, and BA 1150 or instructor's permission.

Transferability:

This course is transferable to Athabasca University CMIS 321. (Students can receive credit in either BA 2500 or BA 2550)

Texts:

Grauer and Barber. *Exploring MS Office Professional, Vol.2.* Saddle Hills, N.J. Prentice-Hall, 1998

It is assumed that students will also have access to *Exploring MS Office Professional, Vol. 1* from BA 1150. Students who do not have Vol. 1 may be asked to purchase a special MS Access module.

The text will be used extensively in the course. All students should have access to a text.

Course Description:

Using popular business application 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, newsletters, etc.) And multi-media presentations. In addition students will learn the marketing applications of spreadsheet and database programs. A discussion of computer hardware will also be included.

Course Objectives:

- To understand the basics of computer hardware
- To know and apply the a basic principles of document design
- To design and create effective written promotional materials
- To design and create an effective marketing related web page
- To design, create and present an effective multi-media presentation.
- To use database software for marketing purposes
- To use spreadsheet software for marketing purposes

Grading Scheme

Midterm 20%
Portfolio 20%
Multi Media Presentation 10%
Access Project 15%
Excel Project 15%
Access/Excel Test 20%

In Class Activities

All classes will be held in the computer lab A307. As such, a significant amount of time will be spent working on projects. Computers require extensive hands-on experience, and thus a lot of trial and error learning occurs. Don't expect to be walked through each computer program step-by-step. You will need to experiment with the programs. Some classes, however, will be needed to cover theory.

Attendance

To get the most out of this class, regular attendance and active participation is required. It is particularly important that you attend classes where theory is being covered; some material will not have an assigned text reading.
Since much of this course is project based, you may want to complete some of the work outside of scheduled class time on your own computer. This is fine, as long as your work gets done on time, and you keep me apprized of your progress.

Midterm

Computer Hardware
As a Business Administration graduate, you may be called upon to purchase a computer system for yourself or your employer. Thus, you need to know the basics of computer hardware in order to make an informed decision. We will spend a few classes reviewing how a computer works and what to look for when buying a computer.

Design Principles
The key to designing effective marketing documents does not rely on your ability to use computer software. Rather, knowledge and creative application of design principles are the keys to successful persuasive documents. We will spend a few classes learning visual design basics.

The Portfolio

You will apply your knowledge of visual design principles by compiling a portfolio of persuasive documents. Your portfolio will include a brochure, a poster, and a short newsletter. You will use MS Word to construct these documents. In addition, your portfolio will include a marketing related Internet home page.

Multi Media

Using Powerpoint, you will construct a short multi media presentation including both audio and visual elements. In addition, you will present your work to the class during midterm exam week.

Database Marketing

During the past few years, there has been a marked shift away form mass marketing techniques and towards database marketing. As a marketing graduate, you should understand and be able to apply the principles of database marketing. You will use Access to explore the field of database marketing.

Marketing Analysis

Many marketing students shy away form financial analysis. Nevertheless, effective marketing planning relies upon sound numbers. Using Excel, you will complete a number of exercise which will increase your financial analysis skills.

Quizzes & Projects

All quizzes, tests, and projects must be completed to receive credit for this course. If you have not completed all course requirements by the end of the term , you will be assigned a grade of INCOMPLETE for the course.

Tentative Class Schedule
BA 2550

Date	Topic	Reference
Jan 7	Introduction & course outline	Course Outline
Jan 11, 12, 14	Computer Hardware Review of Basic MS-Word Design Principles	Class Notes Vol 1 - Word Ch 1, 2, 3 Class Notes
Jan 18, 19, 21	Brochures & Posters	Vol 2 - Word Ch 1
Jan 25, 26, 28	Newsletters Internet Basics	Vol 2 - Word Ch 2 Vol 1 - Internet Explorer
Feb 1, 2, 4	Internet Homepages Review of Basic Powerpoint	Vol 2 - Word Ch 3 Vol 1 - Powerpoint Ch 1, 2
Feb 8, 9, 11	Multimedia Presentations Mid term (Feb 11th)	Vol 2 - Powerpoint Ch 1 Vol 2 - Powerpoint Appendix B
Feb 16, 18	Portfolio Due (Feb 16) Multimedia Presentations Due (Feb 18)	
Feb 22, 23, 25	Reading Week - No classes	
Mar 1, 2, 4	Principles of Database Marketing Introduction to MS Access - Tables & Forms	Vol 1 - Access Ch 1, 2
Mar 8, 9, 11	Reports and Queries Relationships	Vol 1 - Access Ch 3 Vol 2 - Access Ch 1, 2
Mar 15, 16, 18	Access Project Access Project Due (Mar 18)	Vol 2 - Access Appendix C
Mar 22, 23, 25	Principles of Marketing Analysis Review Basic Excel	Vol 1 - Excel Ch 1, 2, 3, 4
Mar 29, 30 & Apr 1	List and Data Management Consolidating Data	Vol 2 - Excel Ch 1, 2
Apr 5, 6, 8	The Spread Sheet Audit Data Mapping	Vol 2 - Excel Appendix B & D
Apr 12, 13, 15	Review & Catch up Practical Test Excel & Access (Apr 15) Excel Assignment Due (Apr 15)	