

# Computer Applications for Marketing

BA 2550

## Meeting marketing challenges with technology

### Basic Course Information

**Instructor:** Kathleen Frei  
**Office Hours:** T/R 10:00-11:30  
Room C413 (I'm prone to wandering  
539-2007 your best bet is to make  
(Messages) 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:**  
Hofstetter, Fred T.. *Internet  
Literacy*. Irwin/McGraw-Hill 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.

### Course Objectives

- To use database software for marketing purposes
- To design and create effective written promotional materials
- To design, create and present an effective multi-media presentation.
- To design and create an effective marketing related web page
- To use spreadsheet software for marketing purposes

## Grading Scheme

Excel Project .....	15%
Access Project .....	15%
Internet Project .....	15%
Portfolio .....	15%
Multi Media Presentation	10%
Quizzes .....	30%

## 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.

## The Portfolio

### *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.

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.

## Internet

This section of the course examines the Internet and its powerful research and interactive capabilities. Web page design, Browsers, Multimedia, Emerging Technology, Internet searches and Communication on the Internet is included. You will be required to design your own 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 from 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 from 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.

## Records Retention

Class records, including exams, related to this course will be maintained for six months after the last day of classes for the course. These records will then be destroyed in a secure manner.



## Tentative Class Schedule

BA 2550

Date	Topic	Reference
January 3 <sup>rd</sup> to January 26 <sup>th</sup>	Introduction & course outline Review Basic Excel List and Data Management Consolidating Data & Data Mapping	Course Outline Exploring Microsoft Office 97 Professional Volume 1 Class Notes
January 27 <sup>th</sup> to February 18 <sup>th</sup>	Principles of Database Marketing Introduction to MS Access - Tables & Forms Reports and Queries Relationships	Exploring Microsoft Office 97 Professional Volume 1 Class Notes
February 21 <sup>st</sup> to February 25 <sup>th</sup>	Winter Break	
February 28 <sup>th</sup> to March 22 <sup>nd</sup>	Internet Basics Internet Web Page	Internet Literacy Class Notes
March 24 <sup>th</sup> to April 12 <sup>th</sup>	Review of Basic MS-Word Design Principles Brochures, Posters & Newsletters Review of Basic Powerpoint	Exploring Microsoft Office 97 Professional Volume 1 Class Notes

### Tentative Quiz Dates

**Excel**

Jan 10<sup>th</sup>  
 Jan 17<sup>th</sup>  
 Jan 24<sup>th</sup>  
 Jan 28<sup>th</sup>

**Access**

Feb 2<sup>nd</sup>  
 Feb 7<sup>th</sup>  
 Feb 11<sup>th</sup>  
 Feb 18<sup>th</sup>

**Internet**

Mar 3<sup>rd</sup>  
 Mar 8<sup>th</sup>  
 Mar 15<sup>th</sup>  
 Mar 22<sup>nd</sup>

Extra Quiz for the Heck of it, In case you missed a quiz: April 5th.

Quizzes are valued at 2½ % each. They will be about ten minutes in length and marked in class. Only the top 12 will count. Missed quizzes are graded 0.