



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Options: Communications, Entrepreneurship,

Professional Sales

**MKTG 3301**

Computer Applications in Marketing

**Start Date:** September 4, 2007**End Date:** December 14, 2007**Total Hours:** 45 **Total Weeks:** 15**Term/Level:** 3 **Course Credits:** 3.0**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2**Shop:** n/a **Seminar:** n/a **Other:** n/a**Prerequisites****MKTG 3301 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

BSYS 1000 Business Information Systems 1

BSYS 2070 Business Information Systems 2

**COURSE DESCRIPTION**

This course builds on the concepts learned in Business Information Systems. Specifically, the course concentrates on using complex formulas and functions, charts and graphs, database lists and the consolidation of worksheet data within EXCEL to solve spreadsheet management tasks, and to convert large amounts of data into meaningful information. As well, students will learn how to use POWERPOINT to create advanced, professional presentations. The course will also focus on improving students' time management and organization skills using. Lectures are designed to build a solid foundation of the fundamentals. Labs are geared toward hands-on practical application of the concepts which will be useful to students at BCIT, and in their personal and professional lives.

**COURSE EVALUATION**

- Midterm Exam Part I – In-Lab 15%
- Midterm Exam Part II – M/C, T/F 15%
- Final Exam Part I – In-Lab 20%
- Final Exam Part II – M/C, T/F 15%
- Group PowerPoint Assignment 15%
- In-Lab Exercises 10%
- Class Participation 10%

**TOTAL 100%**

**COMMENTS:** Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual in-lab exercises and class participation marks; will result in 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

## COURSE LEARNING OUTCOMES/COMPETENCIES

Upon successful completion, the student will be able to:

- Understand and apply key concepts from Microsoft Office applications
- Understand the key applications and functions of Excel, including:
  - entering financial, statistical, logical and lookup functions
  - creating, formatting and exporting charts and graphs
  - creating and managing databases
  - sorting, subtotalling and filtering large amounts of data into information
  - creating and saving worksheets as Web pages
  - importing data from Web queries into Excel
  - managing multiple worksheets and workbooks
  - grouping, linking and consolidating data into meaningful reports
  - integrating Excel with other applications
- Understand and apply the above functions in the context of business and marketing
- Enhance oral presentation skills with the assistance of advanced Power Point
- Enhance time management skills and organization skills using Outlook

## DATES TO REMEMBER

- Shinerama – Wednesday, Sept. 26<sup>th</sup>
- Thanksgiving – Monday, Oct. 8<sup>th</sup>
- Remembrance Day Closure – Monday, Nov. 12<sup>th</sup>
- Midterm Week assigned on a course by course basis
- Final Exam Week is Monday, Dec. 10<sup>th</sup> to Friday, Dec. 14<sup>th</sup>

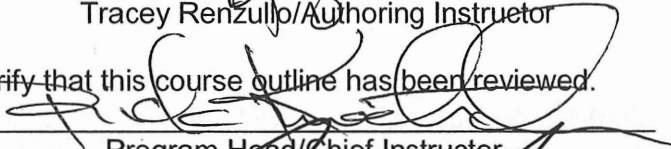
## VERIFICATION

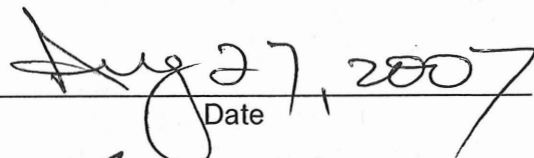
I verify that the content of this course outline is current.

  
Tracey Renzullo/Authoring Instructor

  
Date

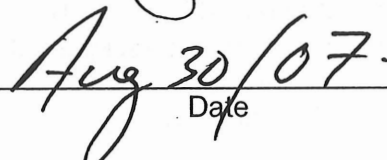
~~I verify that this course outline has been reviewed.~~

  
Program Head/Chief Instructor

  
Date

I verify that this course outline complies with BCIT policy.

  
Dean/Associate Dean

  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## INSTRUCTOR

Tracey Renzullo

|                  |           |               |                         |
|------------------|-----------|---------------|-------------------------|
| Office Location: | SE6 310   | Office Phone: | 604-451-7033            |
| Office Hrs.:     | As posted | E-mail:       | tracey_renzullo@bcit.ca |

## LEARNING RESOURCES

### Required:

- Exploring Microsoft Office Excel 2007 Comprehensive, Robert Grauer, Judy Scheeren. Publisher: Prentice Hall Copyright: 2008
- Memory Stick
- myBCIT id card loaded with \$2.00 for printing assignments during lab time

## INFORMATION FOR STUDENTS

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Successful completion of the course depends on the student attending 90% of the course lectures and labs, passing the cumulative of the midterm and final exam, as well as successful completion of the course assignments. Excessive absence will be deemed to have missed more than 10% of the lectures and labs. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the final exam. Attendance and participation marks will be based on your attendance and contribution to class discussion on a weekly basis. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class – this will enable you to participate effectively in class activities. The level of participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

### Lab Exercises, Quizzes and Assignments

- All marks for in-lab exercises will be assigned on an individual basis.
- Weekly lab exercises will be marked for completeness. Feedback will be provided during lab time.
- A student who misses a lab, or does not complete weekly lab exercises in full, will receive 0 participation marks for that week. See the attendance section above for additional penalties on missing labs.
- **In the event a lab is cancelled due to Shinerama or a statutory holiday, each student is still responsible for completing the lab exercises and submitting them into Share In prior to the next lab.**
- Photocopied or duplicated assignments or lab exercises, in part or in whole, will not be accepted and the student graded accordingly. An assignment copied and/or printed from another student's electronic storage device is considered plagiarism and both parties are and will be held responsible. A grade of zero will be assigned to all parties involved.
- Students are not permitted to re-submit assignments for higher grades.
- The PowerPoint assignment will be completed on a joint basis with other core courses. Students will work in groups for this assignment.
  - **Communications**
    - Communication students will create and submit a PowerPoint presentation required as part of the **Fall Term Project** spanning Sales Promotion, Public Relations, Direct Marketing and Advertising Design Production. Details of this project will be provided to you by your Instructors. The due date for this assignment coincides with the date of your presentations which will take place the week of November 26<sup>th</sup>, 2007. All presentations must be placed in Share-In by 12 noon on the date you present.
  - **Professional Sales**
    - Professional sales students will create and submit a PowerPoint presentation required as part of the **Sales Training Presentation** to be completed in Marketing 3343 - Sales Management. The due date for this assignment coincides with the due date provided to you by Dr. David Chapin – presentations begin on October 29<sup>th</sup> and end on December 7<sup>th</sup>, 2007. The presentation must be placed in Share-In by 12 noon on the date you present in Marketing 3343.
  - **Entrepreneurship**
    - Entrepreneurship students will create and submit a PowerPoint presentation required as part of the **Business Plan** to be completed in Marketing 3345 – Self-Employment Skills. The due date for this assignment coincides with the due date provided to you by Brian Giffen – either Tuesday, November 20<sup>th</sup>, or Tuesday, November 27<sup>th</sup> at 12 noon. The presentation must be placed in Share-In by 12 noon on the date you present in Marketing 3345.



**3301 WEEK BEGINS ON THURSDAYS IN LECTURE**  
**TEXTBOOKS MUST BE BROUGHT TO ALL LABS**

| <b>Week Number/<br/>Lecture Date</b>            | <b>Material Covered</b>  | <b>Ref/<br/>Chapter</b> | <b>Labs<br/>Begin after lecture on Thursday</b>  |
|---|--|-------------------------|--|
| <b>Week #1<br/>Th. Sept 6</b>                   | Course Introduction<br>Excel 2007 – What's New?                            | Chapter 1               | Lab – Excel 2007<br>Review of Excel Fundamentals   |
| <b>Week #2<br/>Th. Sept 13</b>                  | Excel Formulas and Functions   | Chapters<br>2, 4        | Lab – Excel Exercises  |
| <b>Week #3<br/>Th. Sept 20</b>                  | Data Management –<br>Converting Data to Information<br>for Decision Making | Chapter 5               | Lab – Data Management<br>No labs on Wed. Sept. 26 <sup>th</sup> due to Shinerama –<br>lab exercises due in share-in as assigned              |
| <b>Week #4<br/>Th. Sept 27</b>                  | Data Management, cont'd  | Chapter 5               | Lab – Data Management  |
| <b>Week #5<br/>Th. Oct 4</b>                    | Delivering Persuasive<br>Presentations Using<br>PowerPoint                 |                         | Lab – PowerPoint<br>No labs on Mon. Oct. 8 <sup>th</sup> due to Thanksgiving – lab<br>exercises due in share-in as assigned                  |
| <b>Week #6<br/>Th. Oct 11</b>                   | Delivering a Visual Message<br>Using Charts                                | Chapter 3               | Set K – no lab on Oct. 11 <sup>th</sup>  |
| <b>Week #7<br/>Mon. Oct 15 -<br/>Th. Oct 18</b> | No Lecture on Oct. 18 <sup>th</sup> due to<br>Mid-Term Exam                |                         | Mid-Term Exam Part I<br>(Chapters 1,2,4,5)<br>Held in Labs from Monday, Oct. 15 <sup>th</sup> to<br>Thursday, Oct. 18 <sup>th</sup> ALL SETS |
| <b>Week #8<br/>Th. Oct 25</b>                   | Mid-Term Exam Part II<br>Held in Lecture – m/c and t/f                     |                         | Lab – Charts   |
| <b>Week #9<br/>Th. Nov 1</b>                    | Advanced Functions<br>Data Consolidation                                   | Chapters<br>6, 7        | Lab – Excel  |

|  |   |              |  |
|--|---|--------------|--|
| <b>Week #10</b><br>Th. Nov 8                   | Data Consolidation  | Chapter<br>7 | Lab – Excel  |
| <b>Week #11</b><br>Th. Nov 15                  | What-If Analysis<br>Advanced Tools  | Chapter<br>8 | Lab – What-If Analysis   |
| <b>Week #12</b><br>Th. Nov 22                  | Using Software to Improve<br>Time Management and<br>Organization Skills       |              |  |
| <b>Week #13</b><br>Mon Nov 26<br>to Th. Nov 29 | No Lecture Due to Final Exam<br>Part I taking place                           |              | Final Exam Part I. – Held In Labs from Monday<br>November 26 <sup>th</sup> to Thursday November 29 <sup>th</sup><br>ALL SETS |
| <b>Week #14</b><br>Th. Dec 6                   | Review for Final Exam Part II   |              |  |
| <b>Week #15</b>                                | Final Exam Part II.<br>You will be notified as to timing and room allocation. |              |  |

**Please note:** This schedule is subject to change at the discretion of the instructor. Some topics may be given additional consideration; some may be given less, depending on the need of the students. Should changes be required to the content of this course outline, students will be given reasonable notice.