



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Options: Communications, Entrepreneurship,

Professional Sales

**MKTG 3301**

Computer Applications in Marketing

**Start Date:** September 7, 2005**End Date:** December 16, 2005**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****N/A N/A**

BUSA 1600 Computer Applications 1

BUSA 2670 Computer Applications 2

**COURSE DESCRIPTION**

This course builds on the concepts learned in BUSA 2670 - Computer Applications 2. Specifically, the course concentrates on using complex formulas, 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 OUTLOOK and MS PROJECT. 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**

1. Midterm Exam	25%	
2. Final Exam	25%	<b>COMMENTS:</b> Failure to achieve 50% or more on the combination of the exams (midterm + final), and the individual In-Lab Exercises / participation marks, will result in 0% being assigned for all other group projects and assignments; the consequences are a failing grade for this course.
3. Group Case Assignment	25%	
4. In-Lab Quizzes	10%	
5. In-Lab Exercises / Class Participation	15%	
<b>TOTAL</b>	<b>100%</b>	

## COURSE LEARNING OUTCOMES/COMPETENCIES

Upon successful completion, the student will be able to:

1. List and apply key concepts from Microsoft Office 2003 applications
2. Name and demonstrate the advanced functions of Excel:
  - create and save a worksheet as a Web page
  - import data from Web queries into Excel
  - integrate Excel with other applications
  - enter financial, statistical, logical and lookup functions
  - create, format and export charts and graphs
  - create and manage databases
  - sort, subtotal and filter large amounts of data
  - group, link and consolidate data into information
  - manage multiple worksheets and workbooks
3. Define the above functions in context of marketing and identify how these functions apply to Customer Relationship Management software
4. Deliver an advanced oral presentation utilizing Power Point
5. Apply time management skills and organization skills using MS Project and Outlook

### DATES TO REMEMBER

- Shinerama – Wednesday, Sept. 28<sup>th</sup>
- Thanksgiving – Monday, Oct. 10<sup>th</sup>
- Remembrance Day – Friday, Nov. 11<sup>th</sup>
- Midterm Week assigned on a course by course basis
- Final Exam Week begins on Monday, Dec. 12<sup>th</sup>

### VERIFICATION

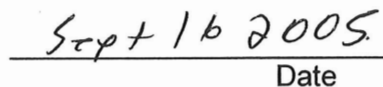
I verify that the content of this course outline is current.

  
John Phillips/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(S)

John Phillips

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

## LEARNING RESOURCES

### Required:

- The Exploring Series - Microsoft Office Excel 2003 Comprehensive Revised Edition, Robert T. Grauer and Maryann Barber, Prentice Hall, Copyright 2006 by Pearson Education Inc.
- CD Rom or Floppy Diskette
- mybcit card loaded with \$2.00 for printing assignments during lab time

### Recommended:

- Access to texts and workbooks used in first year computer courses (BUSA 1600 and BUSA 2670)
- Other useful optional reference texts include Microsoft Office 2003 Manuals
- Additional resources will be provided during the semester

## 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.

**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 lab exercises will be assigned on an individual basis.
- Weekly lab exercises will be marked for completeness.
- 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.
- Quizzes will be held during lab time. Dates and topics will be provided by the instructor.
- 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 disk 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 Case Assignment will be completed on a joint basis in a group of 4 or 5 students. Groups will be assigned in the labs by the second week.



**WEEKLY SCHEDULE BEGINS ON THURSDAYS  
TEXTBOOKS MUST BE BROUGHT TO LABS**

<b>Week Number</b>	<b>Material Covered</b>	<b>Ref/ Chapter</b>	<b>Labs/Assignments</b>
<b>Week #1 Thursday Sept 8</b>	Course Introduction & Positioning in context of the Marketing Life Cycle	<b>Chapter 1 Sep 7 - 14</b>	Lab – Excel Review
<b>Week #2 Thursday Sept 15</b>	Why Organizations Need to Manage Information / Types of Questions Answered	<b>Chapter 4 Sep 14 – 21</b>	Lab – Spreadsheets in Decision Making: What If / Discussion of Case Assignment & Group Formation (4 - 5 per group)
<b>Week #3 Thursday Sept 22</b>	Case Study - Marketing Applications at <a href="http://www.Great-Explorations.com">www.Great-Explorations.com</a> & Why Consolidate Data?	<b>Chapter 5 Sep 21 - 27</b>	Lab – Consolidating Data: Worksheet References and File Linking No labs on Wed. Sept. 28 <sup>th</sup> due to Shinerama – lab exercises due as assigned
<b>Week #4 Thursday Sept 29</b>	Decision Making Based on Accurate Information	<b>Chapter 6 Sep 29 – Oct 6</b>	Lab – Auditing Spreadsheets, Scenarios and Tracking Changes
<b>Week #5 Thursday Oct 6</b>	Converting Data to Information – Applications & Management	<b>Chapter 7 Oct 6 - 13</b>	Lab – List / Data Management & Pivot Tables No labs on Mon. Oct. 10 <sup>th</sup> due to Thanksgiving – lab exercises due as assigned
<b>Week #6 Thursday Oct 13</b>	Analyzing Information Mid-Term Exam Overview	<b>Chapter 8 Oct 13 - 20</b>	Lab – Data Analysis
<b>Week #7 Thursday Oct 20</b>	Mid-Term Exam Part 1 (Chapters 1,4-8) Held in Lecture	<b>Oct 17 - 20</b>	Mid-Term Exam Part 2 (Chapters 1,4-8) Held in Labs – Excel Hands-on
<b>Week #8 Thursday Oct 27</b>	Presenting Information Graphically & on the Web	<b>Chapters 2 &amp; 3 Oct 24 - 27</b>	Lab – Charts and Graphs Publishing to the Web
<b>Week #9 Thursday Nov 3</b>	Effective Presentations	<b>Handouts Oct 30 - Nov 3</b>	Lab – Persuasive Presentations with Powerpoint

<b>Week #10</b> <b>Thursday Nov 10</b>	Using Software to Improve Project Management Skills	<b>Handouts</b> <b>Nov 7 - 10</b>	Lab Exercises – Microsoft Project
<b>Week #11</b> <b>Thursday Nov 17</b>	Using Software to Improve Organization Skills	<b>Handouts</b> <b>Nov 14 - 17</b>	Lab – Microsoft Outlook Hands-On Quiz <u>Chapter 7</u>
<b>Week #12</b> <b>Thursday Nov 24</b>	Introduction to Client Relationship Software (CRM)	<b>Handouts</b> <b>Nov 21 - 24</b>	Lab – Introduction to CRM
<b>Week #13</b> <b>Thursday Dec 1</b>	Application of CRM	<b>Handouts</b> <b>Nov 28 – Dec 1</b>	Case Study Presentations Review
<b>Week #14</b> <b>Thursday Dec 8</b>	Course Review Final Exam Overview	<b>Dec 5 - 8</b>	Case Study Presentations
<p align="center"><b>Week #15</b>  <b>Final Exam Week Begins on Monday, December 12<sup>th</sup></b>  You will be notified as to timing and room allocation.</p>			

**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.