BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME : ___Computer Applications in Marketing_____

COURSE NUMBER ___Mktg. 3301____   DATE _____Sept. - Dec. 1998_____

Prepared by ____L. W. Rapchuk_____   Taught to _____Second_____Year

School _____   School _____Business_____

Program_____   Program_____Marketing_____

Date Prepared __September, 1998_____   Option _____Mktg. Options _____

Term _____3_____   Hrs. / Week_____3_____   Credits_____5_____

No. of Weeks___14_____   Total Hours _____42_____

Instructor __L. W. Rapchuk_____   Office __SE6 - 310___   Local____6769_____
Office Hours _____As Posted_____

PREREQUISITES : OPMT 110 (Bus. Math)   OPMT 130 (Bus. Stats)
                     COMP 1104   COMP 2104

COURSE OBJECTIVES :

Upon successful completion of this course, the student will be able to :

1. Complete a project which will require the integrated use of a spreadsheet, a database, a word processing program, and a presentation program, to produce an integrated and suitable business presentation.
2. Use Excel to solve business and other related problem applications with acquired techniques in the use of spreadsheet applications.
3. Create a data base and analyze its components using techniques developed from spreadsheet applications.
4. Formulate and plan how to set up and link a spreadsheet, database, and a word processing package to solve business and other related problems.
   - Apply the integrated use of graphics (Power Point) to enhance written and oral presentations of business problems that have been solved using acquired spreadsheet techniques.

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ADMINISTRATIVE REQUIREMENTS

1. An attendance register will be maintained in labs, and attendance requirements will be enforced as per BCIT official policy as noted in the BCIT calendar. Excessive absence will be deemed to be missing more than two labs for reasons within the students control. (A valid medical certificate stating what the students was treated for and the time the student will be absent from classes is required if students are away due to illness) Upon notification of excessive absence and failure of the student to provide adequate explanation for absence, the student will be disqualified from writing the final examination in the course.
Consistent lateness for classes will be noted and if excessive, the student will be marked as absent and evaluation grading adjusted accordingly.

2. All marks for the course will be assigned on an individual basis. Projects and/or group assignment grades will also be assigned on an individual basis.

3. Late assignments will be assessed a 10% penalty if handed in up to one day late. Assignments more than one day late will be accepted at the discretion of the instructor and if accepted penalized 10% for each additional late day.

4. Photo-copied assignments, in part or in whole, will not be accepted and the student graded accordingly. Students are not permitted to re-submit assignments for higher grades. An assignment copied and/or printed from another students' disk is considered plagiarism and both parties are and will be held responsible.(and a grade of zero will be assigned to all parties involved.)

5. Students must pass the exam component of the course in order to take advantage of group marks and receive a passing grade in the course. That is, an aggregate passing average of 50% must be obtained on the mid-terms plus the final exam.

6. Exams and quizzes are to be all inclusive, in that students will be responsible for all readings, lecture material, and lab work as indicated on the course outline.

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EVALUATION :

Final Exam	35%
Mid Terms (2)	30%
Projects/Assign.	25%
Personal Evaluation/Partic.	10%
	100%

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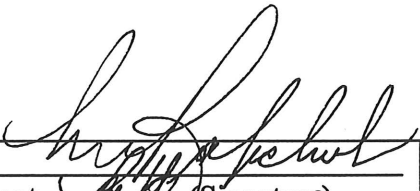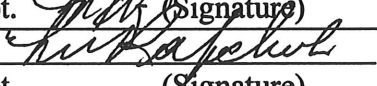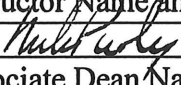
REQUIRED TEXTS AND EQUIPMENT:

1. EXPLORING MICROSOFT EXCEL 97
   by Robert T. Grauer and Maryann Barber
   Prentice-Hall, Upper Saddle River, New Jersey

2. Floppy Diskettes: 31/4 DS. High Density, 1.44 MB

3. Access to texts and workbooks used in first year computer courses (Comp 1104 and Comp 2104). Other useful optional reference texts : Microsoft Office manuals.

4. Additional handouts will be supplied by instructor. Costs of these additional handouts will be assessed by the instructor and should they become excessive. students will be charged accordingly.

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COURSE SUMMARY :

The course content is designed to introduce the student to Problem Solving Techniques using computer based applications.
Lectures will concentrate on problem-solving techniques and theory, while the labs will be used for hands-on experience in problem solving, using computer based programs.

COURSE RECORD

Developed by:	L.W. Rapchuk Instructor Name and Dept. (Signature)	Date: August, 1995
Revised by:	L.W. Rapchuk Instructor Name and Dept. (Signature)	Date: Sept. 1998
Approved by:	Associate Dean Name and Dept. (Signature)	Date: Sept 9/98

COURSE MATERIAL OUTLINE

Lec/Lab Week	Subject Matter of Course	Text Ref.	Lab. Assignment Coverage
Sept. 7	Labor Day Holiday / Introduction and Lab procedures		
Sept. 14	Spreadsheet Design /Basic Excel 97 Applications	Ch. 1&2	As Assigned
Sept. 21	Excel 97 Applications (Decision Making)	Ch. 3	As Assigned
Sept. 28	Excel 97 Applications (Decision Making-solver)	Appendix C	As Assigned
Oct. 5	Excel 97 Applications (Graphing)	Ch. 4	As Assigned
Oct. 12	Thanksgiving Holiday/ Mid-Term #1	Ch. 4	As Assigned
Oct. 19	Excel 97 Applications (Database & Pivot Tables)	Ch. 5	As Assigned
Oct. 26	Excel 97 Applications (Database & Pivot Table Mgmt.)	Ch. 5	As Assigned
Nov. 2	Excel 97 Applications (Consolidating Data)	Ch. 6	As Assigned
Nov. 9	M.T. #2 / Excel 97 Applications	Ch. 6	As Assigned
Nov. 16	Excel Applications (Macros)	Ch. 7	As Assigned
Nov. 23	Excel Applications (Forecasting Techniques)	T.B.A.	As Assigned
Nov. 30	Excel Applications (Program Linking)	T.B.A	As Assigned
Dec. 7	FINAL EXAMINATION WEEK		

NOTE : *THE ABOVE OUTLINE WILL BE ADJUSTED ACCORDINGLY TO REFLECT COURSE MATERIAL COVERED AND CHANGES NECESSITATED BY LAB CONFIGURATIONS.*