

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME : Computer Applications in Marketing

COURSE NUMBER Mktg. 3301 DATE Sept. - Dec. 1995

Prepared by L. W. Rapchuk Taught to Second Year

School \_\_\_\_\_ School Business

Program \_\_\_\_\_ Program Marketing

Date Prepared September, 1995 Option Mktg. / Int'l Bus.

Term 3 Hrs. / Week 4 Credits 5

No. of Weeks 14 Total Hours 56

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 data base a word processing packages, and a presentation package to produce a suitable business presentation.
2. Use Excel 5 to solve business and other related problem applications with acquired techniques in the use of spreadsheet applications.
3. Use Word 6 in conjunction with Power Point to produce suitable business presentations
4. Create a data base and analyze its components using techniques developed from spreadsheet applications.
5. Formulate and plan how to set up and link a spreadsheet, data base, and a word processing package to solve business and other business 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 too 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 printed from another students disk is considered plagiarism and both parties are and will be held responsible.
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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<b><u>EVALUATION :</u></b>	Final Exam	30%
	Mid Terms (2)	40%
	Projects/Assign.	15%
	Personal Evaluation	15%
	/Participation	100%

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### **REQUIRED TEXTS AND EQUIPMENT:**

1. Using MICROSOFT EXCEL 5.0 FOR WINDOWS,  
by Jerry Murphy,  
Houghton Mifflin Company 1995
  2. Floppy Diskettes 3 1/4 DS. HD.
  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 instructors. Costs of these additional handouts will be assessed by the instructor should they become excessive.
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### **COURSE SUMMARY :**

The course content is designed to introduce the student to Management Science and computer based applications.

Lectures will concentrate on problem-solving techniques and theory, while the labs will be used for review of problems and hands-on experience on IBM compatible computers.

### COURSE MATERIAL OUTLINE

<b>Lec/Lab Week</b>	<b>Subject Matter of Course</b>	<b>Text Ref.</b>	<b>Lab. Assignment Coverage</b>
Sept. 4	Labor Day Holiday / Introduction		
Sept. 11	Introduction to Spreadsheet and Excel 5	Ch. 1,2,3	Even No. Problems
Sept. 18	Excel 5 Application - graphics Problem Solving	Ch. 3	Even No. Problems
Sept. 25	Excel 5 Applications	T.B.A.	As Assigned
Oct. 2	Excel 5 Applications	T.B.A.	As Assigned
Oct. 9	Thanksgiving Holiday/ Mid-Term #1		As Assigned
Oct. 16	Introduction to Word 6	T.B.A.	As Assigned
Oct. 23	Word 6 Applications	T.B.A.	As Assigned
Oct. 30	Introduction to Power Point	T.B.A.	As Assigned
Nov. 6	Power Point Applications	T.B.A.	As Assigned
Nov. 13	Mid-Term #2 /Power Point	T.B.A.	As Assigned
Nov. 20	Special Application Packages	T.B.A.	As Assigned
Nov. 27	Special Application Packages	TBA.	As Assigned
Dec.4	Special Application Packages.	TBA.	As Assigned
Dec. 11	FINAL EXAMINATION WEEK	TBA	As Assigned

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