BCIT

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit:
Program: Marketing Management
Option:

Course Outline

Mktg. 3301

Computer Applications in Marketing

Start Date: September 2000

End Date: December 2000

Course Credits: 3

Term/Level: 3

Total Hours: 42
Total Weeks: 14

Hours/Week: 3   **Lecture:** 1   **Lab:** 2   **Shop:**   **Seminar:**   **Other:**

Prerequisites

Course No.	Course Name	Course No.	Course Name
OPMT 1110	Business Mathematics	OPMT 1130	Business Statistics
COMP 1104	Introduction to Computing	COMP 2104	Microcomputer Applications

Course Goals

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

- Use Excel to solve business and other related problem applications with acquired techniques in the use of spreadsheet applications.
- Create a database and analyze its components using techniques developed from spreadsheet applications.
- Formulate and plan how to set up and link a spreadsheet, database, and a word processing package to solve business and other related problems
- Integrate the use of a spreadsheet, a database, a word processing package, and a presentation package to produce a suitable business presentation.

Note: Dates to remember this fall are: Shinerama Sept. 20th, Thanksgiving Oct. 9th, Mid term week Oct - TBA, Remembrance Day (In Lieu Of closure) Nov. 13th, TBC – George Tidball Series speaker end of Sept.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course assignments/projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control of for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.

Final Exam	35%
Mid Term	30%
Projects/Assignments	25%
Attendance	10%
TOTAL	100%

Course Learning Outcomes/Competencies

- Entering Financial, Statistical, Logical and Lookup Functions
- Making Decisions Using Excel's Goal Seek and Scenario Manager
- Creating and Formatting Charts
- Managing Database Lists
- Creating Subtotals and Pivot Tables
- Managing Multiple Worksheets and Workbooks
- Grouping and Consolidating Data
- Determining Optimal Solutions Using Solver
- Integrating Excel With Other Applications

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

_____   _____
Program Head/Chief Instructor   Date

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

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Instructor(s)

Kim Huie   Office No.: SE6 310 (M/T)   Office Phone: 451-6762
                                    SE6 310 (W/Th/F)
                        Office Hrs.: TBA   E-mail Address: khuie@bcit.ca

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Learning Resources

Required:

1. EXPLORING MICROSOFT EXCEL 2000
   by Robert T. Grauer and Maryann Barber
   Prentice – Hall, Upper Saddle River, New Jersey

2. Floppy Diskettes 3 ½ HD

3. The instructor may supply additional handouts. The instructor will assess costs of these handouts should they become excessive.

Recommended:

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

BCIT Policy Information for Students

Course Notes (Policies and Procedures)

Assignments: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

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.

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 (i.e. an average is given according to your performance throughout the course).

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 <u>may</u> be made for documented medical reasons or extenuating circumstances at the approval of the instructor.

Labs/Lectures: Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment and Exam Details

1. 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.

2. 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.

3. Photocopied 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).

4. 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 midterms plus the final exam.

5. 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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Schedule for: Mktg. 3301
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Note: This schedule is subject to change at the discretion of the instructor(s).
Week Cycle = Thursday to Wednesday

Week of/ Number	Fall 2000 Date/Week	Outcome/Material Covered	Reference/ Reading	Assignment
1	Sep. 4th to Sep 8th	Course Introduction Excel Basics Setting up and Modifying a Spreadsheet Entering Formulas Basic Formatting Integrating Excel With the Web	Ch. 1 & 2	
2	Sep 11th to Sep 15th	Understanding Relative vs. Absolute Referencing Using Statistical Functions (Average, Min, Max and Count) Using the IF and VLookup Functions to Make Decisions	Ch. 3	
3	Sep 18th to Sep 22nd	**Shinerama 2000 - Wednesday, Sep 20th** Using the PMT Function Making Decisions Using Goal Seek and Scenario Manager	Ch. 3	
4	Sep 25th to Sep 29th	Creating Charts Using the Chart Wizard Distinguishing Between the Different Chart Types Enhancing a Chart Using Arrows and Text Linking and Embedding a Chart in MS Word	Ch. 4	
5	Oct 2nd to Oct 6th	Managing Data in Excel Using Lists Sorting Database Lists Filtering Records Using the AutoFilter and Advanced Filter Commands	Ch. 5	
6	Oct 9th to Oct 13th	**Thanksgiving - Monday, October 9th** Midterm Week		
7	Oct 16th to Oct 20th	Using DSUM, DAVERAGE, DMAX, DMIN, AND DCOUNT Functions Summarizing Data Using Subtotals Introduction to Pivot Tables	Ch. 5	

Week of/ Number	Fall 2000 Date/Week	Outcome/Material Covered	Reference/ Reading	Assignment
8	Oct 23rd to Oct 27th	Pivot Tables Continued... Analyzing Data By Changing the Pivot Table Layout Applying AutoFormats Adding Totals Performing Calculations	Ch. 5	
9	Oct 30th to Nov 3rd	Managing Multiple Worksheets and Workbooks Copying and Moving Data Between Worksheets and Workbooks Grouping Worksheets Entering 3-D formulas Linking Workbooks	Ch. 6	
10	Nov 6th to Nov 10th	Automating Tasks Using Macros Recording Basic Macros Introducing the Visual Basic Editor	Ch. 7	
11	Nov 14th to Nov 17th	**Remembrance Day – Monday, November 13th (day off in lieu)** Determining Optimal Solutions Using Solver Entering Constraints	Appendix C	
12	Nov 20th to Nov 24th	Forecasting Techniques	TBA	
13	Nov 27th to Dec 1st	Integrating Excel With Other Applications Copying Data to Word and PowerPoint Exporting an Access Table to Excel Merging Data Into a Word Mail Merge Document Combining Word, Excel, and PowerPoint Files with Hyperlinks	TBA	
14	Dec 4th to Dec 8th	Final Exam		

*** Students are expected to make up any labs missed due to holidays. They can do so either on their own time or by attending another set's lab, provided that space is available.