



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
Program: Business Administration
Option: Marketing Management

Course Outline for: Mktg. 3301
Computer Applications in Marketing

Start Date: September 2001

End Date: December 2001

Course Credits: 3

Term/Level: Fall 2001

Total Hours: 42

Total Weeks: 14

Hours/Week: 3

Lecture: 1

Lab: 2

Shop:

Seminar:

Other:

Prerequisites:

Course No.: Course Name:

BUSA 1600 Computer Applications 1

Course No.: Course Name:

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 MS Excel to solve spreadsheet management tasks. As well, students will be given a more in-depth look into MS PowerPoint to enable students to create advanced presentations. There will also be two additional software introduced in the course: Maximizer and MS Project. Emphasis will be to provide students with a general overview of a contact management and a project management software package.

Course Learning Outcomes/Competencies:

- Entering financial, statistical, logical and lookup functions
- Creating and formatting charts
- Managing database lists in Excel
- Creating subtotals and pivot tables
- Managing multiple worksheets and workbooks
- Grouping, linking and consolidating data
- Integrating Excel with other applications
- Enhancing presentations using MS PowerPoint
- Providing a brief overview of Maximizer
- Providing a brief overview of MS Project 2000

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 projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or 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%
Assignments	25%
Attendance	10%
TOTAL	<hr/> 100%



Jan 6/01

Instructors:

Melodi Guibault	Office No.: SE6 - 310	Office Phone: 451-6769
	Office Hrs.: as posted outside office door	Email Address: mguilbau@bcit.ca
Kim Huie	Office No.: SE6 - 310	Office Phone: 451-6769
	Office Hrs.: as posted outside office door	Email Address: khuie@bcit.ca

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 (BUSA1600 and BUSA 2670). Other useful optional reference texts: Microsoft Office manuals.

Course Notes (Policies and Procedures):

Assignments: 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 may be made for documented medical reasons or extenuating circumstances at the approval of the instructor.

Labs/Lectures: Attendance is mandatory in all lectures and labs. Lab exercises are due at the beginning of the next lab period.

Assignment Details:

1. All marks for the course will 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 or duplicated 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 student's 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. Students will be responsible for all readings, lecture material, and lab work as indicated on the course outline.



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Note: This schedule is subject to change at the discretion of the instructors.

Week Cycle = Thursday to Wednesday

Week #	Date	Lecture	Required Reading	Lab Assignments
1	Sep. 6 - 12	Course introduction	Ch. 1 & 2	Ch. 2: Q #5 p. 81 Q #7 p. 83
2	Sep 13 - 19	Shinerama - Wednesday, September 19th Excel Basics Reviewed: Relative vs. Absolute cell referencing Using the IF function Using the VLookup function Using the PMT function Using statistical functions Creating charts using the Chart Wizard Linking and embedding a chart in MS Word	Ch. 3 & 4	Ch. 3: Q #1 p. 128 Case Study: The Automobile Dealership p. 135 Ch. 4: Q #1 p. 186 Q #6 p. 189
3	Sep 20 - 26	Managing data in Excel using lists Sorting database lists Filtering records using the AutoFilter and Advanced Filter commands	Ch. 5	Ch. 5: Q #1 p. 240 Q #9 p. 247
4	Sep 27 - Oct 3	Using DSUM, DAVERAGE, DMAX, DMIN, AND DCOUNT functions Summarizing data using subtotals Introduction to Pivot Tables	Ch. 5	Ch. 5: Q #3 p. 241 Q #7 p. 245
5	Oct 4 - 10	Thanksgiving - Monday, October 8th Pivot tables continued... Analyzing data by changing the pivot table layout Adding totals to pivot tables Performing calculations in pivot tables	Ch. 5	Ch. 5: Q #2 p. 241



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6	Oct 11 - 17	Managing multiple worksheets and workbooks Copying and moving data between worksheets and workbooks Grouping and formatting worksheets Entering 3-D formulas	Ch. 6	Ch. 6: Q #1 p. 283 Q #2p. 284
7	Oct 18 - 24	Midterm - Thursday, Oct 18th		
8	Oct 25 - 31	Linking workbooks Consolidating worksheet data	Ch. 6	Ch. 6: Q #4 p. 285 Case Study: External Referencesp. 288
9	Nov 1 - 7	Advanced PowerPoint	TBA	TBA
10	Nov 8 - 14	Monday, November 12th (day off in lieu of Remembrance Day) Introduction to Maximizer	TBA	TBA
11	Nov 15 - 21	Maximizer continued...	TBA	TBA
12	Nov 22 - 28	Introduction to MS Project 2000	TBA	TBA
13	Nov 29 - Dec 5	MS Project 2000 continued...	TBA	TBA
14	Dec 6	Review for Final Exam		No labs
	Dec 10 - 14	Final Exam Week		No labs

** Additional exercises may be assigned aside from the ones listed above.

** 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, given the instructor's approval and provided that space is available.