



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Sales, Entrepreneurship, Communications

3301

Computer Applications in Marketing

Start Date: September 5th, 2002

End Date: December 13th, 2002

Total Hours: 45 Total Weeks: 15

Term/Level: 3 Course Credits: 3

Hours/Week: 3 Lecture: 1 Lab: 2

Shop: n/a Seminar: n/a Other: n/a

Prerequisites

Course No.	Course Name
BUSA 1600	Computer Applications 1
BUSA 2670	Computer Applications 2

3301 is a Prerequisite for:

Course No.	Course Name
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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 manage data and lists. As well, students will learn how to use POWERPOINT to create advanced, professional presentations. Students will also be provided with a general overview of contact management and scheduling software.

Evaluation

Midterm Exam	25%	Comments: Failure to achieve 50% on the combination of the midterm and final exams will result in 0% for all other assignments, quizzes, participation and attendance marks, resulting in a failure for the course.
Final Exam	25%	
Assignments and Quizzes	40%	
Participation and Attendance	10%	
TOTAL	100%	

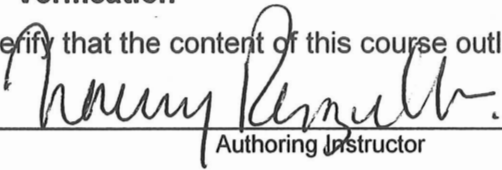
Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:


- understand the key highlights of Office XP
- create and save a worksheet as a Web page
- import data from Web queries into Excel
- enter financial, statistical, logical and lookup functions
- create, format and export charts and graphs
- manage database lists in excel
- create subtotals and pivot tables
- manage multiple worksheets and workbooks
- group, link and consolidate data
- integrate Excel with other applications
- enhance oral presentation skills with the assistance of advanced Power Point
- know the basics of contact management software, with hands-on use of Maximizer
- understand how Outlook is used in today's business setting

■ **Verification**

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



Authoring Instructor

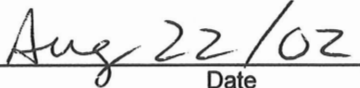


Date

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

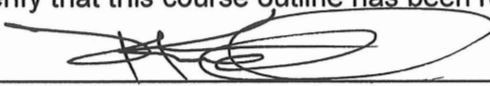


Authoring Instructor

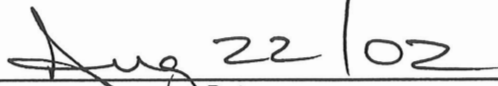


Date

I verify that this course outline has been reviewed.

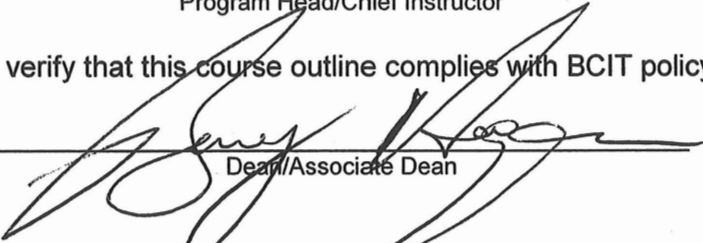


Program Head/Chief Instructor



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)

Tracey Renzullo
(Sets A,C,D,K,L)

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Kim Milnes
(Sets B,E)

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Address:

■ Learning Resources

Required:

Exploring Microsoft Excel 2002, Robert T. Grauer and Maryann Barber
Prentice Hall, 2002 by Pearson Education

Floppy Diskettes – 3.5 HD

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 XP Manuals.

■ Information for Students

Assignments: Assignments must be done on an individual basis unless otherwise specified by the instructor. Late assignments will not be accepted.

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 group project and individual assignment. Excessive absence will be deemed to be missing more than 10% of 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 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. The level of participation and contribution

observed by your lab instructor will be the principal factor in determining the marks awarded for participation.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. 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.

■ Assignments, Quizzes and Lab Exercises

- All marks for this course will be assigned on an individual basis.
- Photocopied or duplicated assignments or 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.
- All lab exercises will be marked for completeness.
- 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 to their lab instructor prior to the next lab.

Schedule – Week Cycle: Thursday to Wednesday

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
September 5-11 Week 1	Course Introduction Office XP Highlights Excel Fundamentals	Chapter 1	Lab Exercises; XP and Excel
September 12-18 Week 2	Excel Fundamentals Wednesday – Shinerama; no lab	Chapter 2	Lab Exercises; Excel
September 19-25 Week 3	Excel Fundamentals	Chapter 3	Quiz #1
September 26- October 2 Week 4	Professional Presentations - Advanced PowerPoint		Lab Exercises; PowerPoint
October 3-9 Week 5	Excel Graphs and Charts	Chapter 4	Assignment #1 - PowerPoint Presentation
October 10 Week 6	The Web – Infrastructure and Reporting Tools Midterm Exam Review		Lab Exercises; Graphs & Charts (Oct 10,21-23)
October 15-18 Week 7	Midterm Exam		
October 24-30 Week 8	Consolidating Data	Chapter 5	Lab Exercises; Consolidating Data
October 31- November 6 Week 9	Consolidating Data, cont'd	Chapter 5	Lab Exercises; Consolidating Data
November 7-13 Week 10	List and Data Management	Chapter 7	Lab Exercises; List and Data Management
November 14-20 Week 11	List and Data Management, cont'd	Chapter 7	Quiz #2
November 21-27 Week 12	Microsoft Outlook – understand the power of outlook in today's business environment		Lab Exercises
November 28- December 4 Week 13	Contact Management Tools – introduction to multiple software options, with emphasis on Maximizer		Assignment #2 - TBD
December 5 Week 14	Exam Review		Review
December 9-13 Week 15	Exam Week		