SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ON

COURSE OUTLINE

Course Title: Computer Applications in Outdoor Recreation

Code No.:   NRT230   Semester: Third(3)

Program: Parks and Outdoor Recreation Technician

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Date: Aug 1999 Previous Outline Date: NEW

Approved: _____   _____
                      Dean   **Date**

Total Credits: 2   Prerequisite: EDP122

Length of Course: 16 Weeks   Total Credit Hours: 48

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I . <u>COURSE DESCRIPTION:</u>

In this course students will use appropriate desktop computer software to maintain guest lists, develop, organize and store data on the tourism market, and produce brochures and advertising flyers. Development of basic web pages for Internet promotion is included.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE :

(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date)

A .   LEARNING OUTCOMES :

1 .   Work with the various software and equipment necessary in producing images for presentation material.

2 .   Use spreadsheet software as it relates to the tourism industry.

3 .   Develop, organize and store guest lists, addresses and other relevant data.

4.   Use the Internet to research the available marketing and promotion material as it relates the tourism industry.

5.   Learn the advanced word processing and integration features that will allow the production of promotional material.

6.   Use tools learned to produce advanced marketing materials such as brochures posters, and a simple web page.

B. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE (Continued):

Upon successful completion of this course, the student will demonstrate the ability to:

1. Work with the various software and equipment necessary in producing images for presentation material.

*Potential elements of performance***:**

- Learn the basic image file types
- Capture image files (pictures) electronically
- Use appropriate software and hardware to tailor images for presentations
- Compare various methods of acquiring images electronically such as databanks, scanners, digital cameras.

This learning outcome will constitute 10% of the course's grade. (Possible weighting strategy).

2. Use spreadsheet software as it relates to the tourism industry.

Potential elements of performance:

- Learn basic spreadsheet operations
- Develop a sample tourism related budget
- Develop a sample pricing guide
- Use appropriate techniques to improve layout for final presentation

This learning outcome will constitute 15% of the course's grade. (Possible weighting strategy).

3. Develop, organize and store guest lists, addresses and other relevant data.

Potential elements of performance:

- Define the appropriate data to collect and store
- Define how this data is going to be used
- Use database software to create the tables
- Populate the tables with sample client information
- Produce reports that summarize the information

This learning outcome will constitute 15% of the course's grade. (Possible weighting strategy).

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4. Use the Internet to research the available marketing and promotion material as it relates the tourism industry.

   Potential elements of performance:

   - Research tourism related web sites
   - Explore how the internet and email can be used to benefit in a tourism operation.

   This learning outcome will constitute 5% of the course's grade. (Possible weighting strategy).

5. Learn the advanced word processing and integration features that will allow the production of promotional material.

   Potential elements of performance:

   - Learn advanced word processing features such as graphics, columns, tables, mail merges
   - Produce mail merged documents
   - Integrate spreadsheet, database information and pictures into simple promotional documents
   - Produce simple promotional material

   This learning outcome will constitute 20% of the course's grade. (Possible weighting strategy).

6. Use tools learned to produce advanced marketing materials such as brochures posters, and a simple web page.

   Potential elements of performance:

   - Learn to use layout sketches prior to producing desk top published documents
   - Create a tri-fold brochure for a sample outfit
   - Layout the material that will be included in the detailed guide
   - Produce the detailed guide including pictures, price lists and other necessary features.
   - Produce other marketing material such as business cards, posters and inserts.
   - Compare other tools available (such as MS Publisher, Picture It, Photodraw) as alternatives to create published material.
   - Convert the produced material such as picture files and documentation for presentation on a web page.

   This learning outcome will constitute 35% of the course's grade. (Possible weighting strategy).

III . <u>TOPICS TO BE COVERED</u>

- **Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.**

SPECIFIC TOPICS	APPROXIMATE TIME
1. **DIGITAL IMAGING**	1 WEEK
2. **SPREADSHEETS**	2 WEEKS
3. **DATABASES**	3 WEEKS
4. **INTERNET RESEARCH**	1 WEEKS
5. **PUBLISHING TOOLS**	3 WEEKS
6. **PRODUCING MARKETING MATERIALS**	6 WEEKS

IV. REQUIRED STUDENT RESOURCES :

TEXTBOOKS TO BE USED:

NO ASSIGNED TEXT

Some material will be gathered from previous books that were purchased for the EDP 122 course.

ADDITIONAL RESOURCE MATERIALS

Additional reference material will either be given to the students or placed in the library for the student's use. Background materials will also be supplied or gathered by the students.

V. EVALUATION METHODS :

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The items below represent a tentative marking scheme subject to change by the professor.

Theory tests, Practical tests and quizzes	**30%**
Assignments	**70%**

The tentative breakdown is as follows:

Spreadsheet Quiz	**5%**
Database Quiz	**5%**
Practical Test on producing a simple brochure	**10%**
Final Theory test	**10%**
Assignment to produce Price sheets / budget	**10%**
Assignment to Create a viable marketing database	**10%**
Lab exercises	**20%**
Major Project	**30%**

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend. Students must have passing grades in the tests and assignments portion to pass the entire course.

V .   EVALUATION METHODS (Continued):

- Students must complete and pass both the test and assignment portion of the course in order to pass the entire course.
- All assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating circumstances.
- The professor reserves the right to adjust the number of tests, practical tests and quizzes based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.
- A student who is absent for 3 or more times without any valid reason or effort to resolve the problem will result in action taken.

  NOTE: If action is to be taken, it will range from marks being deducted to a maximum of removal from the course.

  GRADING DETAILS

  1.   TESTS

Written tests will be conducted as deemed necessary; generally at the end of each block of work. They will be announced about one week in advance. Quizzes may be conducted without advance warning.

2.   ASSIGNMENTS

Assignments not completed by the assigned due-date will be penalised by 5% per day late. All assignments must be completed satisfactorily to complete the course.

3.   GRADING SCHEME

A+   90 - 100%   Outstanding achievement
A   80 - 89%   Excellent achievement
B   70 - 79%   Average Achievement
C   60 - 69%   Satisfactory Achievement
U   Incomplete: Course work not complete at Mid-term.
                              Only used at mid-term.
R   Repeat
X   A temporary grade that is limited to instances where special circumstances have prevented the student from completing objectives by the end of the semester. An X grade must be authorized by the Dean. It reverts to an R if not upgraded in an agreed-upon time, less than 120 days.

4.   UPGRADING OF INCOMPLETE

When a student's course work is incomplete or final grade is below 60%, there is the possibility of upgrading to a pass when the student's performance warrants it. Attendance and assignment completion will have a bearing on whether upgrading will be allowed. A failing grade on all tests will remove the option of any upgrading and an R grade will result. The highest grade on re-written tests or assignments will be 60%.
Where a student's overall performance has been consistently unsatisfactory, an R grade may be assigned without the option of make-up work.
The method of upgrading is at the discretion of the teacher and may consist of one or more of the following options: assigned make-up work, re-doing assignments, re-writing of tests, or writing a comprehensive supplemental examination.

VI.   **SPECIAL NOTES**

1. All students should be aware of the Special Needs Office in the College. If you have any special needs such as being visually impaired, hearing disabled, physically disabled, learning disabilities you are encouraged to discuss required accommodations confidentially with the Professor and/or contact the Special Needs Office, Room E1204, Ext. 493, or 717, or 491 so that support services can be arranged for you.

2. Your professor reserves the right to modify the course as he/she deems necessary to meet the needs of students.

3. It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

4. <u>Plagiarism</u>

    Student should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities". Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

5. <u>Substitute course information</u> is available at the Registrar's office.

6. Students must achieve a passing grade in **both** the assignment and the test portions of the course.

7. The topics will not necessarily be covered in the order shown in this course outline.

VII. <u>PRIOR LEARNING ASSESSMENT</u>

Students who wish to apply for advanced credit in the course should consult the professor.