



# Grande Prairie Regional College

## School of Health, Wellness & Career Studies

### Department of Business

COURSE OUTLINE – Fall 2010

### BA 2090 Marketing Strategy

3 (3-1-0) UT 60 Hours

**Instructor** Cibylla Rakestraw

**Phone** 780-539-2873

**Office** C205

**E-mail** crakestraw@gprc.ab.ca

**Office Hours** Mondays & Wednesdays:  
10:00 – 11:30 am  
By appointment at other  
times or on a drop-in basis if  
I am free.

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#### **Prerequisite(s)/corequisite(s):**

Business Administration Certificate or consent of instructor

#### **Required Text/Resource Materials:**

There is no required text for this course.

#### **Description:**

Utilizing a nontraditional methodology, the class forms a project management group that researches, implements and carries out a marketing project for community charities. The ongoing term project emphasizes how various components of the marketing mix and the environment are integral to the process of strategic and operational planning. Strategic marketing planning, product strategies, pricing objectives, channel conflict and cooperation problems, distribution systems, and the integrated promotional mix are topics which are interpreted from a "hands-on" practitioner's point of view.

**Credit/Contact Hours:**

BA2090 consists of four hours of instructional time weekly.

**Delivery Mode(s):**

After the first week of introductory material, some classes will involve the presentation of helpful theory and practice, and will consist of lectures, class discussions, in-class exercises, and student presentations. The other classes will not be held in the traditional manner; instead, business meetings will take place to manage all aspects of the project. Additional committee meetings will be scheduled at a time and location during the week that accommodate student members of each project committee. The meetings will follow an agenda, and will be run by student members.

**Objectives:**

- To experience the planning process and operational process in a marketing environment;
- To experience the implementation and control processes and procedures in project planning;
- To develop effective team skills;
- To examine the stages of strategic planning in marketing and project management;
- To examine the nature of operational planning as it relates to marketing and to understand how these stages relate to strategic planning.

**Transferability:**

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

**Grading Criteria:**

Contribution toward the Project as determined by peer, self, and instructor evaluation	45%
Marketing plan	10%
Project portfolio	5%
Peer evaluation of five team members	10%
Project evaluation	5%
Meeting skills (participation, minutes, effective contribution, chairing)	10%
Media release	5%
Email communication	5%
Participation, evaluation & journal response of the President's Ball	5%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**

**Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>95 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>90 – 94</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>85 – 89</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>80 – 84</b>	
<b>B</b>	<b>3</b>	<b>76 – 79</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>72 - 75</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>68 - 71</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 67</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

**Course Schedule/Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>
September 2	Introduction to course, projects, Rotary & past projects, strategic overview of project
September 7	Confirm committees; conducting meetings; selection of meeting times, Election of officers; group name
September 13	Creating the Marketing Plan
Sept. 20	Assignment of tasks
September 27	Budgets; marketing plan presentations
October 4, 12, 18	Event planning and marketing
October 23rd	President's Ball
October 25, November 1	Event planning & marketing
November 6 - 13	Semi Final & Finale (GP)
November 15 – December 6	Debriefing, Peer Evaluations, Cheque presentations, event portfolios due

## **Course Policies**

- Assignments are due on the dates established. BA2090 is unlike other courses where there is room for negotiation because this course, by its practicum nature, deals in real-time, real-world scenarios - and delayed assignments ultimately delay and derail your team members and the team business project. If your assigned work is not completed, your business group cannot function effectively.
- As well, attendance and personal effort are considered to be extremely critical for success in any business venture, and so too for a successful semester in Marketing Strategy. Attendance is vital in this course; as such, you should not miss any classes or meetings. For this reason, only one unexcused absence will be tolerated. Students will be requested to sign an attendance contract should attendance show itself to be an issue. Should you have to miss a class or meeting, please contact me and all your team members as immediately as possible – certainly prior to the meeting.
- It is a requirement that you attend at least one of the semi finals and the grand finale and that you volunteer at the President's Ball on October 23<sup>th</sup>.
- Assignments and projects not picked up by students will be held until the end of the first week of the following semester.

## **Examinations:**

There are no formal examinations in this course.

## **Statement on Plagiarism:**

The instructor reserves the right to use electronic plagiarism detection services.