

Grande Prairie Regional College

Business Administration

Course Outline: BA 2090 – Marketing Strategy, Fall 1997

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Text: *Marketing for a Small Business*. Alberta Economic Development and Tourism and Alberta Treasury Branches, Canada, 1994.

Course Description: Using the seminar approach combined with a major term project, this course will emphasize the various components of the marketing mix and the environment, and how they are integral to the process of strategic marketing. 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.

Course Objectives:

1. To examine the stages of strategic planning.
2. To examine the nature of marketing operational planning and to show how these stages relate to strategic planning.
3. To experience the planning process and operational process.
4. To experience the implementation and control processes and procedures in planning.

Grading:

1. **Final grades** will be compiled in the following manner:
(Conversion from percentage to stanines will occur.)

a	Business results	20%
b	Individual business diary	30%
c	Peer evaluation (2 x 5%)	10%
d	Attendance and effort	20%
e	Various assignments/projects	20%

2. **Projects** (dates to be announced)

- a
 - Charity's Mission
 - Student Business Mission
 - Product/Service/Special Event Rationale
- b
 - Job Responsibilities
 - Budget
- c
 - Marketing Plan

3. **Diary**

Each class will establish a business. Each business adopts a charity or cause, creates a product, service and/or special event and establishes its mission, objectives and organizational structure. "Masters of the Game" lasts until December 2 -- culminating in a cheque presentation from each business to its charity or cause. The amount of the cheque reflects profit after expenses of the business.

Your evaluation will be partially based upon the submission of a day-to-day diary of your business experiences -- due on December 2. Your submission should be dated, word-processed, and double-spaced. A review of your diary will occur October 29.

Helpful theory and ideas will be presented at Tuesday classes. Thursday classes will not occur as such; instead, business "meetings" will take place at a time and place during the week that accommodates students, a mentor, and the instructor. The structure and format of the meetings will be created by class members. Mentors will be introduced shortly, and future help will be negotiated with them.

4. **Peer evaluation**

You will be evaluated as to your performance on two occasions by your peers within your business. Evaluations will take place October 21 and December 2.

5. **Attendance**

Attendance and personal effort are considered to be extremely critical for success in any business endeavour as well as for a successful semester in Marketing Strategy. Two absences will be tolerated; though marks will be deducted for absences in excess of two. It is to your benefit to explain to your instructor the reasons for any absences -- preferably before they occur.

Strategic and Operational Planning Stepby StepGuidelines

- | | |
|-------------|---|
| Sept. 4 | ●Begin personal diary |
| Sept. 9 | ●Division into business units
●Election of president |
| Sept. 16 | ●Selection of charity/cause/business
●Further development of organizational structure |
| Sept. 23 | ●Selection of special event/service/product |
| Sept. 30 | ●Organizational structure determined
●First draft of job responsibilities |
| Oct. 7 | ●Job responsibilities and budget in place |
| Oct. 14 | ●Tasks and timelines |
| Oct. 21 | ●Formal marketing plan
●Peer evaluation #1 |
| Oct. 28 | ●Midterm diary evaluation |
| Nov. 4 - 30 | ●Implement plan/produce event/complete business |
| December 2 | ●Reconciliation and cheque presentation
●Peer evaluation
●Complete and turn in diary
●Evaluation of event/business |

Late assignment policy: 3% per day deducted. Late assignments should be presented in person or presented at the "cashier's office" for placement in my mailbox.