

SEP 13 2000

# Grande Prairie Regional College

## Business Administration

BA 2090 – Marketing Strategy 3(3-0-0) UT, Fall 2000, Section A,B

Instructor: Rick Erlendson  
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Office Hours: By appointment, or on a drop-in basis if I'm free. (Regular hours will be established once the business group meeting times have been established.)

### Course Description:

Using the seminar approach combined with a major term project, BA 2090 emphasizes 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.

### Text:

There is no required text for this class. Materials will be provided by the instructor throughout the semester. An individual investment of \$25 toward the student business is required. The investment will be returned in December prior to the calculation of profit-after-expenses – unless your group decides unanimously to do otherwise. It is also a course requirement that you attend at least one other group event, and your payment to participate is considered to be part of the investment in the class in lieu of the purchase of a textbook.

### Course Objectives:

1. To examine the stages of strategic planning.
2. To examine the nature of operational planning as it relates to marketing, and to understand 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.

**Course Evaluation:**

|    |  |     |
|----|--|-----|
| a/ | Various assignments/projects<br>-Marketing plan - 20%<br>-Formal evaluation of PSE - 10%<br>-Evaluation of another team's event - 5% | 35% |
| b/ | Guided journal entry reflections   | 10% |
| c/ | Peer evaluation (1 x 5%, 1 x 10%)  | 15% |
| d/ | Organization of BA community event   | 10% |
| e/ | Contribution to the business PSE   | 30% |

**NOTE: To pass the course all assignments must be completed.**

Grande Prairie Regional College uses the following nine-point scale:

|           |   |                   |
|-----------|---|-------------------|
| 90 - 100% | 9 | markedly superior |
| 80 - 89%  | 8 | excellent         |
| 72 - 79   | 7 | very good         |
| 65 - 71   | 6 | good              |
| 57 - 64   | 5 | fair              |
| 50 - 56   | 4 | poor              |
| 45 - 49   | 3 | failure           |
| 26 - 44   | 2 |                   |
| 0 - 25    |   |                   |

**Transferability:**

Upon completion of the Business Administration diploma, this course transfers under a block transfer agreement toward a Bachelor of Administration (post diploma degree) with Athabasca University or a Bachelor of Management Degree with the University of Lethbridge. Aboriginal students are able to block-transfer to the University of Lethbridge to complete the Business Enterprises and Self-governing Systems of Indian, Inuit and Metis Peoples (BESS) program.

**Course Format:**

BA 2090 consists of three hours of instructional time weekly. One class each week will involve the presentation of helpful theory and practice, and will consist of lectures, class discussions, small group work, in-class exercises, and student presentations. A workshop will be held at the beginning of the semester; an appropriate number of classes will be canceled in lieu of the hours involved at the workshop. The other weekly class will not be held in the traditional manner; instead, "masters-of-the-game" business meetings will take place at a time and place during the week that accommodate student members of the business and the instructor. The structure and format of the meetings will be created by class members.

**Prerequisite:**

BA 1090 or equivalent, or permission of the instructor.

**Course Policies:**

Assignments are due on the dates set by the instructor. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assignment grade. Remember, in most cases, assignments involve presentations to peers in your business groups. If your assigned work is not completed, your business group cannot function effectively.

Attendance and personal effort are considered to be extremely critical for success in any business endeavor, as well as for a successful semester in Marketing Strategy. **Attendance is vital for success in BA 2090!** 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 "masters-of-the-game" meeting, please contact all your team members and instructor as immediately as possible -- and certainly prior to the meeting. As BA 2090 is the only "required" course this semester for marketing/management majors, it is expected that it receive your full attention and participation.

All assignments must be word-processed or typewritten.