

T. Thompson

F.92

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2090 - Marketing Strategy

TEXT: The Strategic and Operational Planning of Marketing;
Greenley, Gordon E., (Paperback); McGraw-Hill;
London, England; 1986.

COURSE DESCRIPTION: Using the seminar approach and a major term project, this course will emphasize how various components of the marketing mix and the environment are integral to the process of strategic marketing. Strategic marketing planning, product strategies, pricing objectives, channel conflict and co-operation problems, distribution systems and the integrated promotional mix are topics which are interpreted from a "hands-on" practitioner's point of view.

COURSE DESCRIPTION:

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.

GRADING:

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

a. Take Home Quizzes	40%	(i.e. 4 @ 10%)
b. Major Term Project	40%	
c. Peer Evaluation	20%	(i.e. 2 @ 10%)
TOTAL	100%	

2. Schedule of Take Home Quizzes (Due Dates)
 - a. September 29 (chapters 1, 2, 3)
 - b. October 20 (chapters 4, 5, 6)
 - c. November 17 (chapters 7, 8, 9, 10)
 - d. December 8 (chapters 11, 12, 13)

3. Major Term Project.

To interpret strategic and operational planning principles from a "hands-on" practitioner's point of view it requires you to perform in a quasi-business environment.

Two businesses are established. Each business adopts a charity or cause, creates a product, service and/or special event, recruits a mentor, and establishes their mission, objectives and organizational structure. "Masters of the Game" last until December 8 and culminates with a cheque presentation from each business to their charity or cause. The amount of the cheque reflects the profit after expenses of the business.

Each business will meet with their owner (instructor) for 1 1/4 hrs. on Thursdays @ the Grande Prairie Chamber of Commerce.

Your evaluation is based upon the submission to the owner on December 15 of a day-to-day diary of your business experiences. Your submission shall be dated, narrative, double-spaced and with covers. Your diary shall be called in and reviewed on October 27.

4. You shall be evaluated as to your performance on two occasions (i.e. October 22 and December 3) by your peers in your respective business.

COURSE CONTENT:

TOPIC	DATE
Introduction and Organization	Sept. 8
Basic Concepts - Ch. 1	Sept. 15
Planning Framework - Ch. 2	Sept. 22
Organizational Mission - Ch. 3	Sept. 29
Organizational Objectives - Ch. 4	Oct. 6
Organizational Strategy - Ch. 5	Oct. 13
Marketing Objectives/Environment - Ch. 6	Oct. 20
Marketing Strategy - Ch. 7	Oct. 27
Marketing Plan Documents - Ch. 8	Nov. 3
Managerial Influences - Ch. 9	Nov. 10
Organization and Planning - Ch. 10	Nov. 17
Planning Effectiveness - Ch. 11	Nov. 24
Implementation and Control - Ch. 12	Dec. 1
Control - Ch. 13	Dec. 8