

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

T. Thompson

F.95

BA 2090 - Marketing Strategy

**TEXT:** 1. Marketing Plan Development Guide; Renshaw, Paul; Paperback; Prentice Hall; Englewood Cliffs; New Jersey; 1994.

**RECOMMENDED READING:** 1. The Strategic and Operational Planning of Marketing; Greenley, Gordon E., (Paperback); McGraw-Hill; London, England; 1986.

2. Never Confuse A Memo With Reality; Moran, Richard A.; Harper Business; 0-88730-669-1 (pbk.); 1993

3. If It Ain't Broke... Break It!; Krieger, Robert J.; Warner Books; 0-446-39359-2 (pbk.); 1991

**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 Projects	40% (i.e. 4 @ 10%)
b.	Diary	30%
c.	Peer Evaluation	20% (i.e. 2 @ 10%)
d.	Resume and Rolodex	10% (i.e. 2 @ 5%)
	TOTAL%	100%

2. Schedule of Take Home Projects (Due Dates)
  - a. September 28
  - b. October 19
  - c. November 16
  - d. December 7

3. Diary

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, works with a mentor, and establishes their mission, objectives and organizational structure. "Masters of the Game" last until December 7 and culminates with a cheque presentation from each business to their College charity(s) or cause(s). 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 Downtown Business Association Boardroom.

Your evaluation is based upon the submission to the owner on December 14 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 November 2.

4. You shall be evaluated as to your performance on two occasions (i.e. October 26 and December 7) by your peers in your respective business.

Your Resume and Rolodex shall be submitted for evaluation on December 14 or before.

**COURSE CONTENT:**

	<b>TOPIC</b>	<b>DATE</b>
1.	Introduction and Organization	Sept. 7-12
2.	Mission & Goals of the Firm	Sept. 19
3.	Winning Marketing Strategies	Sept. 26
4.	Analysis of External Environment Factors	Oct. 3
5.	SWOT - Analysis of a Marketing Plan	Oct. 10
6.	Getting To Yes: Negotiating Agreement	Oct. 17
7.	Practical Tools to Make Change Happen	Oct. 24
8.	Resolving Tensions	Oct. 31
9.	Business Difficulty Management	Nov. 7
10.	Teamwork	Nov. 14
11.	Success Habits of Visionary Companies	Nov. 21
12.	The 20 'Stupids' (T. Peters)	Nov. 28
13.	Never Confuse a Memo With Reality	Dec. 5
14.	Eleven Commandments for an Enthusiastic Team	Dec. 5