



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – Fall 2007

BA 2090 Marketing Strategy

3 (3-1-0) UT 60 Hours

Instructor	Cibylla Rakestraw	Phone	539-2873
Office	C408	E-mail	crakestraw@gprc.ab.ca
Office Hours	Tuesdays & Thursdays: 1:00 – 2:30 By appointment at other times or on a drop-in basis if I am free.		

Prerequisite(s)/corequisite(s):

Business Administration Certificate or consent of instructor

Required Text/Resource Materials:

There is no required text for this class. Materials will be provided by the instructor at cost throughout the semester. However, an individual investment of \$25 toward the student business is required. The investment will be returned in December – unless there is no profit or your group decides by majority vote to contribute your investment to the charity involved.

Description:

Utilizing a nontraditional methodology, student groups form businesses that research, implement and carry out marketing activities 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, one class each week will involve the presentation of helpful theory and practice, and will consist of lectures, class discussions, in-class exercises, and student presentations. The other weekly classes will not be held in the traditional manner; instead, business meetings will take place at a time and location during the week that accommodates student members of each project and me as instructor. The meetings will follow an agenda, and will be run by student members.

Objectives:

- To examine the stages of strategic planning in marketing.
- To examine the nature of operational planning as it relates to marketing and to understand how these stages relate to strategic planning.
- To experience the planning process and operational process in a marketing environment.
- To experience the implementation and control processes and procedures in 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 Product/Service/Event (PSE)	40%
Evaluation/scrapbook of the PSE	10%
Peer evaluation	10%
Writing assignments/projects: a. Written reports at meetings/e-mail progress reports (10%) b. Press release (10%) c. Promotional Plan for your PSE (5%) d. Evaluation/journal response of the President's Ball (5%) e. Evaluation/journal response of the Festival of Trees (5%)	40%

Grades will be assigned on the Letter Grading System.

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Grading Conversion Chart

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

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>
September 5	Full day orientation
September 6	Assist with first-year business student orientation (team building)
September 7 th	Confirm groups; conducting meetings; selection of meeting times
Sept. 8 & 12	Election of officers; group names, pictures; presentations of charity groups by students
September 14 th	Creating the Marketing Plan
Sept. 18 – 22	Selection of charity & event; assignment of tasks; presentation folders due
September 25- 29	Budgets; marketing plans
September 30	President's Ball
October 2 – November 3	Event planning and marketing
November 6 – 15	PSE delivery
November 16 –	Debriefing, Peer
December 8	Evaluations, Cheque presentations, event scrapbooks 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 your event and your classmates' event, that you volunteer at the President's Ball on September 30 and that you visit the Festival of Trees in November.

Examinations:

There are no written examinations in this course.

Statement on Plagiarism:

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