

Grande Prairie Regional College

Business Administration

BA 2090 – Marketing Strategy 3(3-0-0) UT, Fall 1998, -Section A

Instructor: Rick Erlendson
Office: C213
Telephone: Office – 539-2095, Home – 957-2127
e-mail: erlendson@gprc.ab.ca
Office Hours: 8:30 - 9:30 Tue./Thur., by appointment, or on a drop-in basis if I'm free.

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 \$20 toward the student business is required. The investment will be returned in December prior to the calculation of profit-after-expenses.

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	30%
	i) Charity proposal; product/service/event (PSE) proposal - 10%	
	ii) Marketing plan - 10%	
	iii) Formal evaluation of PSE - 10%	
b/	Guided journal entry reflections	15%
c/	Peer evaluation (2 x 10%)	10%
d/	Attendance and effort	25%
e/	Business results	20%

NOTE: To pass the course all assignments in sections a, b, and c 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. Tuesday classes 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 mini-retreat will be held at the beginning of the semester; an appropriate number of Tuesday classes will be canceled in lieu of the hours involved at the retreat. Thursday classes 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 two unexcused absences 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 Tuesday class or "masters-of-the-game" meeting, please contact your group members and instructor as immediately as possible.

Should you be unable to attend a Tuesday class or business meeting, it is your responsibility to acquire the material missed and to complete assigned work from your instructor or business peers. It is urgent that you keep in close contact with the members of your business group and your instructor any time you must miss a meeting or class.

All assignments must be word-processed or typewritten.