

# *Grande Prairie Regional College*

## *Business Administration*

*BA 2090 -- Marketing Strategy 3(3-1-0) UT [60 hours], Fall 2004*

Instructor: Dr. Rick Erendson  
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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 both are integral to the process of strategic marketing. Product strategies, strategic marketing planning, pricing objectives, channel conflict, co-operation 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 at cost throughout the semester. However, an individual investment of \$20. 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.

### Course Objectives:

1. To examine the stages of strategic planning in marketing.
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 in a marketing environment.
4. To experience the implementation and control processes and procedures in planning.

**Course Evaluation:**

Contribution toward the Product/Service/Event (PSE)	35%
Contribution toward marketing/promoting Bankers' Cup 04/Scent Free Policy.	05%
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 other groups' PSE (5%) f.) Evaluation /journal response of the Festival of Trees (5%)	40%

As you know, GPRC has implemented the 12 point alpha grading scale. See page 33 in the 04/05 GPRC Calendar for more information.

PERCENTAGE	ALPHA GRADE	4-POINT EQUIVALENT
90 - 100%	A+	4.0
85 - 89%	A	4.0
80 - 84%	A-	3.7
76 - 79%	B+	3.3
73 - 75%	B	3.0
70 - 72%	B-	2.7
67 - 69%	C+	2.3
64 - 66%	C	2.0
60 - 63%	C-	1.7
55 - 59%	D+	1.3
50 - 54%	D	1.0
0 - 49%	F	0

NOTE: All assignments must be completed to pass the course.

### Transferability:

Upon completion of the Business Administration diploma, this course transfers under a block transfer agreement toward the Athabasca University Bachelor of Administration degree or the University of Lethbridge Bachelor of Management degree. New this fall is an articulation agreement with the University College of the Caribou (Kamloops, BC) which recognizes courses as outlined towards a Bachelor of Business Administration degree in the School of Business and Economics.

### Course Format:

BA 2090 consists of four hours of instructional time weekly. 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, "masters-of-the-game" business meetings will take place at a time and location during the week that accommodate student members of each "marketing business" and me as instructor. The meetings will follow an agenda, and will be run by student members.

### Course Policies:

- Assignments are due on the dates established; and BA 2090 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 Strategies. Attendance is vital in this course; as such, you should not miss any classes or "masters-of-the-game" 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 -- and certainly prior to the meeting.

As BA 2090 is the only "required" course this semester for marketing majors, it is expected that the course receive your full attention and participation.

- It is a requirement that you attend your event and your classmates' events, that you volunteer at the President's Ball on Saturday, October 2, that you visit the Festival of Trees in November, and that you assist with the marketing/promotion of Bankers' Cup 04 and a new scent-free policy at GPRC.