

GRANDE PRAIRIE REGIONAL COLLEGE

BUSINESS ADMINISTRATION

COURSE OUTLINE

BA 2090 - Marketing Strategy

Fall 1996

- INSTRUCTOR:** Sharon Bell
- OFFICE:** C 413
- TELEPHONE:** (W) 539-2007
(H) 568-3127
- TEXT:** Marketing for a Small Business. Alberta Economic Development and Tourism and Alberta Treasury Branches, Canada, 1994.
- COURSE DESCRIPTION:** Using the seminar approach and a major term project, this course will emphasize 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.
- COURSE OBJECTIVES:**
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. Three projects and business results 30%
 - b. Individual Business Diary 30%
 - c. Peer Evaluation (2x10%) 20%
 - d. Attendance and Effort 20%

2. **Projects with Due Dates**

- a. Due September 24
Charity's Mission
Student Business Mission
Product/Service/Special Event Rationale
- b. Due October 8
Job Responsibilities
Budget
- c. Due October 22
Marketing Plan

3. **Diary**

Each class will establish a business. Each business adopts a charity or cause, creates a product, service and/or special event and establishes their mission, objectives and organizational structure. "Masters of the Game" lasts until December 5 and culminates in a cheque presentation from each business to their charity or cause. The amount of the cheque reflects profit after expenses of the business.

Your evaluation will be partially based upon the submission of a day-to-day diary of your business experiences. This will be due December 5. Your submission should be dated, double-spaced, with covers. A review of your diary will occur October 29.

Tuesday classes will present helpful theory and ideas. Thursday classes will be business "meetings", in whatever structure and format created by class members. Mentors will be introduced shortly, with future help to be negotiated with them.

- 4. You will be evaluated as to your performance on two occasions by your peers within your business. These evaluations will take place October 22 and December 5.
- 5. Attendance and personal effort are considered to be extremely critical for success in any business endeavour as well as for a successful semester in Marketing Strategy. Two absences will be tolerated, with marks being deducted for absences in excess of two. It is to your benefit to explain to your instructor the reasons for any absences, preferably before they occur.

COURSE CONTENT:

	TOPIC	DATE
1.	Get Smart Quick	Sept 5
2.	Mission, Purpose, Values, Objectives Organizational Structure	Sept 10
3.	Selection of Product/Service/Special Event	Sept, 17
4.	Marketing Plan Introduction Job Responsibilities and Budget	Sept. 24
5.	Promotion	Oct. 1
6.	More on Marketing Plans External Environment, SWOT	Oct. 8
7.	Strategic Market Planning	Oct. 15
8.	Teamwork	Oct. 22
9.	Resolving Tensions and Business Difficulties	Oct. 29
10.	Customer Relations	Nov. 5
11.	All The Details!!	Nov. 12
12.	How To Handle the Final Crunch	Nov. 19
13.	Producing the Event/Completing Business	Nov. 26
14.	Cheque Presentation Evaluation	Dec. 3

STRATEGIC AND OPERATIONAL PLANNINGSTEP BY STEP GUIDELINES

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| 1. | Begin Personal Business Diary | Sept. 5 |
| 2. | Division into two business units (classes)
Election of President | by Sept. 10 |
| 3. | Selection of Charity/Cause
Further Development of Organizational Structure | by Sept. 17 |
| 4. | Selection of Product/Service/Special Event | by Sept. 24 |
| 5. | Organizational Structure Determined
First Draft of Job Responsibilities | by Oct. 1 |
| 6. | Job Responsibilities and Budget in Place | by Oct. 8 |
| 7. | Tasks and Timelines | by Oct. 15 |
| 8. | Formal Marketing Plan
Peer Evaluation | by Oct. 22 |
| 9. | Midterm Diary Evaluation | Oct. 29 |
| 10. | Implement Plan | Continually |
| 11. | Produce Event or Complete Business | by Nov. 28 |
| 12. | Reconciliation and Cheque Presentation | by Dec. 5 |
| 13. | Peer Evaluation
Complete and Turn in Diary
Evaluation of Business | Dec. 5 |

LATE ASSIGNMENT POLICY: 3% per day deducted.

MAILBOX: Faculty can receive mail at the Cashier's office. Please mark clearly.