

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

T. Thompson
F93

BA 2090 - Marketing Strategy

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

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 Quizzes	40%	(i.e. 4 @ 10%)
b.	Major Term Project	40%	
c.	Peer Evaluation	20%	(i.e. 2 @ 10%)
	TOTAL	100%	

2. Schedule of Take Home Quizzes (Due Dates)

- a. September 28 (chapters 1, 2, 3)
- b. October 19 (chapters 4, 5, 6)
- c. November 16 (chapters 7, 8, 9, 10)
- d. December 7 (chapters 11, 12, 13)

3. Major Term Project

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, recruits 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 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 Grande Prairie Chamber of Commerce.

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 October 26.

4. You shall be evaluated as to your performance on two occasions (i.e. October 21 and December 2) by your peers in your respective business.

COURSE CONTENT:

TOPIC	DATE
Introduction and Organization	Sept. 7
Basic Concepts - Ch. 1	Sept. 14
Planning Framework - Ch. 2	Sept. 21
Organizational Mission - Ch. 3	Sept. 28
Organizational Objectives - Ch. 4	Oct. 5
Organizational Strategy - Ch. 5	Oct. 12
Marketing Objectives/Environment - Ch. 6	Oct. 19
Marketing Strategy - Ch. 7	Oct. 26
Marketing Plan Documents - Ch. 8	Nov. 2
Managerial Influences - Ch. 9	Nov. 9
Organization and Planning - Ch. 10	Nov. 16
Planning Effectiveness - Ch. 11	Nov. 23
Implementation and Control - Ch. 12	Nov. 30
Control - Ch. 13	Dec. 7

STRATEGIC AND OPERATIONAL PLANNING

FALL 1993

STEP BY STEP GUIDELINES

STEP	TASK	DATE
1.	Getting Smart	by September 9
2.	Philosophical Foundation	by September 17
3.	Mission & Objectives	by September 23
4.	Selection of Charity/Cause	by September 30
5.	Selection of Product/Service/Special Event	by October 7
6.	Create an Organizational Structure	by October 14
7.	Create First Draft of the Budget and Job Responsibilities by Division	by October 21
8.	Create Formal Business Plan with Tasks and Timelines - December 7th	by October 28
9.	Produce event/complete business	by December 4
10.	Reconciliation and cheque presentation	by December 7