

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 209 - APPLIED MARKETING

1983-84
F 84

- TEXT:** Foundations of Marketing, M. Dale Beckman, David L. Kurtz and Louis E. Boone (Toronto: Holt, Rinehart and Winston of Canada, Ltd., 1982)
- PREREQUISITE:** BA 109, Introduction to Marketing
- COURSE DESCRIPTION:** Building on the framework established in Introduction to Marketing, this course will better acquaint students with the risks and opportunities encountered in real-life situations. Using the case method, emphasis will be placed on oral and written communications of analysis and findings.
- COURSE OBJECTIVE:** This course is intended to provide students with a practical, applied approach to the field of marketing. Emphasis will be placed upon the techniques used in the development of marketing plans, marketing strategies and the tactics of marketers. Student groups will prepare an extensive marketing project for grading. This project will be complemented by course materials and related case problems.
- GRADING:** Students will be responsible for ensuring all readings and written assignments are completed on time. Final grades will be determined in the following manner:
- | | |
|----------------------|-----------------|
| Midterm Exam | 30 Marks |
| Final Exam | 30 Marks |
| Major Assignment | 30 Marks |
| Cases, Participation | <u>10 Marks</u> |
| | 100 Marks |

BA 209 - Applied Marketing

PLEASE NOTE

The major assignment will be due in my office no later than 3:00 p.m., Friday, December 7th.

All other assignments will be due at 3:00 p.m. on the assigned day.

COURSE
OUTLINE:

There may be some need to deviate from this outline from time to time to ensure course materials and student questions are properly and completely addressed. Tentatively, however, the course will follow the schedule noted below.

PART I - THE TERM PAPER

In this series the major course assignment will be covered to ensure that all the marketing terminology and paper requirements are fully understood.

Recommended Reading:

Strategic Marketing Planning - handout
Corporate Strategic Planning - handout
Strategic Analysis - handout

Note: The above three articles have been taken from:
David W. Cravens, Strategic Marketing
(Homewood Ill: Richard D. Irwin, Inc., 1982)

A look at your Credit Policy - handout
Credit Managers and Reports to Management-handout
To Whom Should You Extend Credit - Financial
Analysis - handout
To Whom Should you Extend Credit - New Financial
Analysis - handout

The last four articles have been taken from:
Rick Stephan Hayes, Credit and Collections
Boston, Mass., CBI Publishing Co., Inc.) 1979

BA 209 - Applied Marketing

PART II - THE MARKETING ENVIRONMENT

This section of the course discusses some of the issues related to the "uncontrollable" market environment. "Section III - Environmental Influences" observations, in the term assignment should be considered together with these discussions.

Suggested Reading: Chapter 1 - 2 - Text: pg. 3 - 44
Case: "Tang: The birth and growth of a new product:
P. 52 - 55.

PART III - THE TARGET MARKET - FINAL CONSUMER

Readings of this section should be considered in conjunction with "Part IV - The Target Market" of the term assignment. Lectures will focus on materials covered in Parts 2 and 3 of the text.

Suggested Reading: Chapters 3 - 8 inclusive - Text
Cases: Gistner Funeral Home
P. 112 - 116

PART IV - THE PRODUCT

This section examines the field of Product Management. Characteristics of a good product and the relationship of services to company viability are two of the more important areas examined.

Suggested Reading: Chapters 9 - 12 inclusive
Cases: McDonald's - P. 354 - 360
The Prairie Company
P. 361 - 367

BA 209 - Applied Marketing

PART V - ADVERTISING, PROMOTION AND PERSONAL SELLING

This important section examines the major theory as it relates to Promotion of a firms Product and/or Service. Some time will be spent on the area of personal selling. This section should be read after reviewing section VII of the term paper.

Suggested Reading: Chapters 17, 19 - 21
Cases: Tootsizer Canada Ltd.
P. 647 - 653
Diaper Sweet - P. 654-659

PART VI - THE MANAGEMENT OF THE PRICING FUNCTION

Much of a products success and often the viability of the firm is directly tied to the pricing decisions made. This section provides some important thoughts for managers charged with establishing product prices.

Suggested Reading: Chapters 13 - 14
Case: Execture Inn - P. 431 - 434
Plastico Company-P. 428-430

PART VII - PHYSICAL DISTRIBUTION

This section should be considered in conjunction with Section IX of the term assignment.

Suggested Rading: Chapters 15, 16, 18
Cases: T.B.A.