

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

F 89

BA 209 - 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 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 examine the planning process.
 4. To examine 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
 - a. September 29 (chapters 1, 2, 3)
 - b. October 20 (chapters 4, 5, 6)
 - c. November 10 (chapters 7, 8, 9)
 - d. December 1 (chapters 10, 11, 12, 13)

3. Major Term Project, otherwise called "Masters of the Game"

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.

Thus, in BA 209, you participate in "Masters of the Game." Two businesses are established. Each business adopts a charity or cause and establishes their mission, objectives and organizational structure. "Masters of the Game" lasts until December 8 and culminates with a cheque presentation from each business to their charity or cause. 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 hours on the following Thursdays: September 15, 22, 29, October 6, 13, 20, 27, November 3, 10, 17, 24, December 1. Business I will meet from 11:00 a.m. - 12:15 p.m. and Business II will meet from 12:15 p.m. - 1:30 p.m.

Your evaluation is based upon the submission to the owner on December 8 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 27.

4. You shall be evaluated as to your performance on two occasions (i.e. October 27 and November 24) by your peers in your respective business.

COURSE CONTENT:

TOPIC	DATE
1. Introduction and Organization	September 8
2. Basic Concepts	September 13
3. Planning Framework	September 20
4. Organizational Mission	September 27
5. Organizational Objectives	October 4
6. Organizational Strategy	October 11
7. Marketing Objectives/Environment	October 18
8. Marketing Strategy	October 25
9. Marketing Plan Documents	November 1
10. Managerial Influences	November 8
11. Organization and Planning	November 15
12. Planning Effectiveness	November 22
13. Implementation and Control	November 29/ December 6