

T. Thompson

F. 90

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

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 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 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 27 | (chapters 1, 2, 3) |
| b. | October 18 | (chapters 4, 5, 6) |
| c. | November 15 | (chapters 7, 8, 9, 10) |
| d. | December 6 | (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 6 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 hrs. on Thursdays.

Your evaluation is based upon the submission to the owner on December 7 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 30.

4. You shall be evaluated as to your performance on two occasions (i.e. October 25 and December 6) by your peers in your respective business.

COURSE CONTENT:

TOPIC	DATE
Introduction and Organization	Sept. 6
Basic Concepts - Ch. 1	Sept. 11
Planning Framework - Ch. 2	Sept. 18
Organizational Mission - Ch.3	Sept. 25
Organizational Objectives - Ch. 4	Oct. 2
Organizational Strategy - Ch. 5	Oct. 9
Marketing Objectives/Environment - Ch.6	Oct. 16
Marketing Strategy - Ch. 7	Oct. 23
Marketing Plan Documents - Ch. 8	Oct. 30
Managerial Influences - Ch. 9	Nov. 6
Organization and Planning - Ch. 10	Nov. 13
Planning Effectiveness - Ch. 11	Nov. 20
Implementation and Control - Ch. 12	Nov. 27
Control - Ch. 13	Dec. 4