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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 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. Quizzes	40% (i.e. 4 @ 10%)
b. Seminar Presentation	10%
c. Major Term Project	<u>50%</u>
TOTAL	100%

2. Schedule of Quizzes

- a. January 28 (chapters 1, 2, 3)
- b. February 18 (chapters 4, 5, 6)
- c. March 17 (chapters 7, 8, 9)
- d. April 14 (chapters 10, 11, 12, 13)

### 3. Seminar Presentation

The New Webster Encyclopedic Dictionary defines a seminar as "A group of students studying under a professor, doing original research and study and then discussing the results."

In the context of BA 209 a seminar is defined as "Two or three students working with their instructor, doing an in-depth examination of a chapter in their text and then discussing it with their peers."

Your presentation should vary in time length between forty-five to eighty minutes and you are required to provide each of your peers with a one-page 8 1/2" x 11" typewritten summary of your chapter.

You are encouraged to utilize A-V aids, outside sources of information, examples and illustrations to generate discussion on your topic.

Your evaluation is based upon your clear understanding of the topic and your ability to generate discussion from your peers.

### 4. 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 work in a quasi-business environment.

Thus, in BA 209, you participate in "Masters of the Game." Two twelve- to fifteen-person businesses are established. Each business adopts a charity or cause and establishes their objectives and organizational structure. "Masters of the Game" lasts until April 14th 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: January 7th, 14th, 21st, February 4th, 11th, March 3rd, 10th, 24th, 31st, April 7th. 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 April 14th of a day-to-day diary of your business experiences. Your submission shall be dated, narrative, double-spaced and with covers.

## COURSE CONTENT:

TOPIC	DATE
1. Introduction and Organization	January 5
2. Basic Concepts	January 12
3. Planning Framingwork	January 19
4. Organizational Mission	January 26
5. Organizational Objectives	February 2
6. Organizational Strategy	February 9
7. Marketing Objectives/Environment	February 16
8. Marketing Strategy	March 1
9. Marketing Plan Documents	March 8
10. Managerial Influences	March 15
11. Organization and Planning	March 22
12. Planning Effectiveness	March 29
13. Implementing Plans	April 5
14. Controls	April 12