

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

W. 1989-90

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	<u>20%</u> (i.e. 2 @ 10%)
TOTAL	100%

2. Schedule of Take Home Quizzes

a. January 26	(chapters 1, 2, 3)
b. February 22	(chapters 4, 5, 6)
c. March 22	(chapters 7, 8, 9, 10)
d. April 4	(chapters 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" last until April 12 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 on Thursdays.

Your evaluation is based upon the submission to the owner on April 12 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 March 8.

4. You shall be evaluated as to your performance on two occasions (i.e. February 22 and March 29) by your peers in your respective business.

COURSE CONTENT:

TOPIC		DATE
1.	Introduction and Organization	January 2
2.	Basic Concepts	January 9
3.	Planning Framework	January 16
4.	Organizational Mission	January 23
5.	Organizational Objectives	January 30
6.	Organizational Strategy	February 6
7.	Marketing Objectives/Environment	February 13
8.	Marketing Strategy	February 20
9.	Marketing Plan Documents	March 6
10.	Managerial Influences	March 13
11.	Organization and Planning	March 20
12.	Planning Effectiveness	March 27
13.	Implementation and Control	April 3/10