

<b>Department</b>	09 Engineering and Management
<b>Course title</b>	<b>Strategic Marketing by Online Simulation Exercise</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	4
<b>Course objective</b>	<p>The Strategic Marketing simulation exposes participants to all aspects of modern marketing. The Marketplace Live simulations allow students to experiment with business strategies, test business ideas, and experience the consequences of their actions in a virtual business environment. Students will apply the theoretical knowledge they learned in different courses to make strategic and tactical business decisions in this simulation game. They will develop skills critical to succeed in today's business world.</p> <p>In particular, after participating in this course students will be able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop and execute a complete marketing and sales strategy, including product design, pricing, distribution, and sales force management.</li> <li><input type="checkbox"/> React on changing customer needs with brands, prices and advertising.</li> <li><input type="checkbox"/> Discover how actions reflect in both product profitability and firm profitability.</li> <li><input type="checkbox"/> Learn to prepare sales projections and analyse simple accounting statements.</li> <li><input type="checkbox"/> Study competitive tactics and adjust sales strategy to stay ahead of the competition.</li> </ul>
<b>Prerequisites</b>	Basics of Marketing
<b>Recommended reading</b>	Will be published at the semester beginning.
<b>Teaching methods</b>	Seminar
<b>Assessment methods</b>	Project
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Mathias Gabrysch
<b>Email</b>	<a href="mailto:mathias.gabrysch@hm.edu">mathias.gabrysch@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Students groups of 3 persons will set up in an online simulation a company to enter the microcomputer business. The groups will compete against their peer groups for a total of 8 quarters</li> <li><input type="checkbox"/> Q1: Organize the team, name the company, and contract for a survey of potential customers</li> <li><input type="checkbox"/> Q2: Analyze market information, establish strategic direction and set up shop (design brands and set up sales offices.)</li> <li><input type="checkbox"/> Q3: Test-market brands, prices, ad copy, media campaigns, sales staffing.</li> <li><input type="checkbox"/> Q4: Study end user feedback, competition, and financial performance, and make adjustments in strategy.</li> <li><input type="checkbox"/> Q5: Prepare a one-year marketing plan. Present marketing plan to lecturer and obtain its approval.</li> <li><input type="checkbox"/> Q6-8: Refine the marketing strategy</li> <li><input type="checkbox"/> Final presentation and critical review of results and decision taken</li> </ul>
<b>Remarks</b>	