

MARKET THIS

7th
science



The Market This marketing module is an integrated strategic business management simulation with an advanced level of complexity. It gives participants the power to direct various marketing strategies together with other functional business strategies such as finance, operations management, innovation and R&D management. At the same time, during the simulation game, participants develop and implement their positioning strategies in a market divided into segments



As they learn the dynamics of the market they find themselves in and the strategies of rival firms consisting of real players, repositioning always remains an option. Participants increase their penetration in teams and, to achieve growth, develop strategies for dynamic optimisation between the multiple quality dimension and customer perceptions. Moreover, they focus on harmonising marketing strategies with investment, innovation and product development strategies.

In the simulation game, which is modelled on the principles of System Dynamics, decisions are made, in summary, in the following areas:

- * Multiple marketing decisions effective for brand awareness and customers' perceptions on different quality dimensions of products and perceived price,
- * Pricing decisions,
- * Production decisions,
- * Investment decisions based on a healthy financial plan,
- * Product development decisions..