Introduction to Marketing - Business Simulation

**Thematik**
The "Introduction to Marketing" web based business simulation introduces students to the basic concepts of marketing. Setting: A large, international electronics firm has decided to enter the microcomputer business. It has formed a new computer marketing division to pursue this business opportunity. Students are now asked to manage this division. They will be responsible for introducing a new line of microcomputers into four international markets. They have control of the division and its marketing mix for several periods (quarters). Within this time frame, headquarters expects to see a self-sufficient and profitable division.
Throughout the exercise, student teams receive information on customer needs as well as feedback on customer satisfaction with brands, prices and advertising. They discover how their marketing actions reflect in both brand profitability and firm profitability. Students learn to study competitive tactics and adjust their marketing strategy to stay ahead of the competition.

**Lernziele und Kompetenzen**
The “Introduction to Marketing” web based business simulation allows students to develop and execute a complete marketing strategy including: market opportunity analysis, product development, advertising, pricing, basic sales force management decisions, simplified profit analysis. They learn how to analyze complex information to enable profound decision making in the team.

**Methoden**
Three-person teams will simulate one company. Web based business simulation, coaching, lectures.

**Disziplinäre Verortung**
International management, marketing management
**Literatur**

A list of relevant literature will be provided in the course.

**Hinweise**

Regular participation is obligatory. Lecture, reading material and simulation will be in English.