



MARKETING

THE CHALLENGE

Individually or in teams, students run the marketing department of a major video game publisher. Reporting to the company president, they oversee the development and launch of new products, manage existing products, plan new editions or withdrawal of products in decline, and set customer service policies. In their capacity as Marketing Director, the students supervise a team of three managers: the Marketing Project Manager, the Product Manager and the Customer Service Manager. They monitor the performance of the marketing department and of each of the managers.

COMPETENCY OBJECTIVES

- Prepare a Marketing Plan for the launch of a new game for each round of the simulation.
- Manage the Marketing Mix.
- Manage the Product Portfolio.

CALENDAR

The simulation is designed for use in intensive training sessions or as part of semester-long courses.

VERSIONS

Solo – Participants manage their own simulation and compete against virtual firms.

Team – Participants are divided into teams that compete as separate companies in the same market.

PEDAGOGICAL APPROACH

Supervision of participants from beginning to end:
Preparation • Simulation • Evaluation

EVALUATION

Logbook • Quiz - Tutorials • Quiz - Overview • Team performance assessment • 360-degree evaluation

DOCUMENTATION

Learning tutorials • Context-sensitive help • Advices provided by virtual managers • Budget calculator • Summary and full reports • Honour's Podium and World Ranking

A UNIQUE TOOL

Experiential learning • Realistic and stimulating scenario • Attractive and modern user interface • Links to course content • Summary presentation of data for professors • Diagnosis tool of individual companies

CUSTOMER SERVICE FOR INSTRUCTORS

Participant registration • Service 7 days a week • Servers based in Montreal (Canada) • Secure site