

Course title	Market Simulation (excluding IB and MM students)							ECTS code		14.3.EE.FL.3706			
								ECTS credits		5			
								max. students		25			
Name of unit administrating study			KBM		Field of study		Economics/MSG**		Field of specialisation		NONE;		
Teaching staff			Marek Reysowski, PhD										
Number of hours													
Lectures	0	Classes	0	Tutorials	0	Laboratory		30	Seminars	0	Language classes		0
Forma aktywności							Year&Type of studies*			2 SS1, 3 SS1, 1 SS2, 2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):								Semester:		4, 6, 2, 4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):								Type of course:		optional			
Total number of hours:						0		Language of instruction:		English			
Teaching form		in-class learning											
Teaching methods		Lectures including multimodal presentations, Discussion, questioning, Work in computer laboratories, Collaborating, group activities, Didactic games,											
Prerequisites (required courses and introductory requirements)													
Required courses		-											
Introductory requirements		Knowledge of marketing-mix tools. Understanding of market research.											
Assessment method, forms and criteria													
Assessment method		Course completion (graded)											
Assessment criteria		Project, market simulation (90% of grade), personal involvement (10% of grade) . The grading scale is consistent with study regulations.											
Course objectives													
Understanding of the processes within the enterprise. The ability to define the needs and preferences of customers and to develop market-based products and services.													
Learning outcomes													
Knowledge	MSG1_W07		Student understands principles of functioning of the market simulated during the course.										
	MSG1_W09		Student has knowledge about the customer and his decisions simulated during the game.										
	MSG1_W15		Student knows and understands strategies and marketing tools introduced during the game.										
	E1_W03		Student understands principles of functioning of the market simulated during the course.										
	E1_W05		Student has knowledge about the customer and his decisions simulated during the game.										
	MSG2_W03		Student understands principles of functioning of the market simulated during the course.										
	MSG2_W14		Student has knowledge about the customer and his decisions simulated during the game.										
	E2_W04		Student understands principles of functioning of the market simulated during the course.										
	E2_W05		Student has knowledge about the customer and his decisions simulated during the game.										
Verification of learning outcomes - Knowledge													
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W07									X	X		X	

MSG1_W09									X		X
MSG1_W15								X			X
E1_W03									X		X
E1_W05								X			X
MSG2_W03									X		X
MSG2_W14								X			X
E2_W04									X		X
E2_W05								X			X

Skills	MSG1_U14	Simulating the company student can interact and work in a team.
	E1_U13	Simulating the company student can interact and work in a team.
	MSG2_U12	Simulating the company student can interact and work in a team.
	E2_U13	Simulating the company student can interact and work in a team.

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U14									X		X
E1_U13									X		X
MSG2_U12									X		X
E2_U13									X		X

Attitudes	MSG1_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	E1_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	MSG2_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.
	E2_K04	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04									X		X
E1_K04									X		X
MSG2_K04									X		X
E2_K04									X		X

**Course contents**

1. Introduction to strategic management
2. Market segmentation
3. Long term market strategy for simulated company

4. Introduction to simulation software
5. New product introduction techniques
6. Development of communication strategies
7. Loyalty and satisfaction research

#### Recommended reading lists

##### Basic literature:

Marcin Skurczyński, Strategic market simulation - 4RMR - teaching materials and manual, IHZ, Sopot 2010

Marcin Skurczyński, Segmentation - teaching materials, IHZ, Sopot 2010

##### Additional literature:

Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000

##### Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations