

Course title		Market Simulation						ECTS code		14.3.EM.SZ.919			
								ECTS credits		2			
Name of unit administrating study		KBM		Field of study		MSG**		Field of specialisation		IB;			
Teaching staff		Marek Reysowski, PhD											
Number of hours													
Lectures	15	Classes	0	Tutorials	0	Laboratory	15	Seminars	0	Language classes	0		
Forma aktywności							Year&Type of studies*		3 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):						39	Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						11	Type of course:		obligatory				
Total number of hours:						50	Language of instruction:		English				
Teaching form		in-class learning											
Teaching methods		Work in computer laboratories, Didactic games, Lectures including multimodal presentations, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)													
Required courses		International Marketing											
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.										
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			
		MSG1_W09								X			X
		MSG1_W15								X	X		X
Skills		MSG1_U01	Student interprets economic phenomena correctly, analyses causes and the course of economic processes using standard tools applied in the software.										
		MSG1_U02	Student can interpret necessary data and economic indicators applied in the simulation.										
		MSG1_U05	Student can use regulations and standards which determine business activity to solve specific tasks related to the activity of enterprises competing during the game.										
		MSG1_U08	Student uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary during the simulation.										

	MSG1_U10	Student can take an active part in a debate, presenting his/her own viewpoint.
	MSG1_U14	Simulating the company student can interact and work in a team.
	MSG1_U15	Student can appropriately monitor and evaluate progress of the simulated company.

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_U01								X			X
MSG1_U02								X	X		X
MSG1_U05								X			X
MSG1_U08									X		X
MSG1_U10								X	X		
MSG1_U14									X		X
MSG1_U15								X	X		X

Attitudes	MSG1_K02	Simulating the market student critically assesses the level of his/her knowledge in the field of economics.
	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.

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_K02								X	X		X
MSG1_K04								X	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