

Course title				Market Simulation II						ECTS code		14.3.EM.SL.920											
										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				Seminars		0		Language classes		0	
Forma aktywności										Year&Type of studies*				1 SS2,									
Hours with the participation of the academic teacher (including office hours, exams, others):								30		Semester:				2,									
Hours without the participation of the academic teacher (student's self-study, homeworks):								20		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																							
Introductory requirements				Understanding marketing strategies and knowing marketing mix tools. Understanding consumer behaviour. Ability to use market research reports.																			
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. Understanding financial and competitive analysis. Applying advanced management tools to strategic planning.																							
Learning outcomes																							
Knowledge		MSG2_W03		Student understands the conditions and principles of the functioning of the simulated market.																			
		MSG2_W09		Student has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international simulated environment.																			
		MSG2_W14		Student has a knowledge about customers represented in the simulation.																			
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											
MSG2_W03									X	X		X											
MSG2_W09										X		X											
MSG2_W14									X	X		X											
Skills		MSG2_U02		Student can interpret statistical data and economic indicators describing simulated market.																			
		MSG2_U12		Student can cooperate and work in a team representing a company in the simulated market.																			
		MSG2_U16		Student is is open to new ideas and techniques, i.e. market simulation.																			

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
MSG2_U02								X			X
MSG2_U12								X	X		X
MSG2_U16								X	X		X
Attitudes	MSG2_K04	Student adapts to new situations and conditions during the game.									
	MSG2_K06	Student is ready to identify, diagnose and resolve alternative solutions related to the simulated market.									
	MSG2_K08	Student is able to set priorities and to plan work during the game.									
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
MSG2_K04								X	X		X
MSG2_K06								X	X		X
MSG2_K08								X			X
Course contents											
<p>1. Elements of strategic planning</p> <p>a) Strategic objectives formulation</p> <p>b) Strategic analysis</p> <p>c) Long term strategy formulation</p> <p>2. Market Segmentation</p> <p>a) Positioning</p> <p>b) Market segmentation based on customer preferences</p> <p>c) Demografic segmentation</p> <p>3. Market analysis</p> <p>a) Symulated market description</p> <p>b) Needs and preferences analysis</p> <p>c) Conjoint modeling</p> <p>d) PSM analysis</p> <p>e) Satisfaction surveys</p> <p>f) Value for customer model</p> <p>4. Marketing communication strategies</p> <p>a) Brand perception</p> <p>b) Media mix</p>											
Recommended reading lists											
<p>Basic literature:</p> <p>Marcin Skurczyński, Strategic market simmulation - 4RMR - teaching materials and manual, IHZ, Sopot 2010</p>											



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

Additional literature:

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

Contact

marek.reysowski@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations