

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

[marek.reysowski@ug.edu.pl](mailto:marek.reysowski@ug.edu.pl),

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

\*\* MSG - International Economic Relations