

<b>Course title</b>		Market Simulation II						<b>ECTS code</b>		14.3.EM.SL.920		
								<b>ECTS credits</b>		2		
<b>Name of unit administrating study</b>		KBM		<b>Field of study</b>		MSG**		<b>Field of specialisation</b>		IB;		
<b>Teaching staff</b>		Marek Reysowski, PhD										
<b>Number of hours</b>												
<b>Lectures</b>	15	<b>Classes</b>	0	<b>Tutorials</b>	0	<b>Laboratory</b>		<b>Seminars</b>	0	<b>Language classes</b>	0	
<b>Forma aktywności</b>							<b>Year&amp;Type of studies*</b>		1 SS2,			
<b>Hours with the participation of the academic teacher (including office hours, exams, others):</b>						30	<b>Semester:</b>		2,			
<b>Hours without the participation of the academic teacher (student's self-study, homeworks):</b>						20	<b>Type of course:</b>		obligatory			
<b>Total number of hours:</b>						50	<b>Language of instruction:</b>		English			
<b>Teaching form</b>		in-class learning										
<b>Teaching methods</b>		Work in computer laboratories, Didactic games, Lectures including multimodal presentations, Collaborating, group activities,										
<b>Prerequisites (required courses and introductory requirements)</b>												
<b>Required courses</b>												
<b>Introductory requirements</b>		Understanding marketing strategies and knowing marketing mix tools. Understanding consumer behaviour. Ability to use market research reports.										
<b>Assessment method, forms and criteria</b>												
<b>Assessment method</b>		Course completion (graded)										
<b>Assessment criteria</b>		Project, market simulation (90% of grade), personal involvement (10% of grade) . The grading scale is consistent with study regulations.										
<b>Course objectives</b>												
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.												
<b>Learning outcomes</b>												
<b>Knowledge</b>		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.									
<b>Verification of learning outcomes - Knowledge</b>												
<b>Outcomes</b>		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	
MSG2_W09										X		X
MSG2_W14									X	X		X
<b>Skills</b>		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**

1. Elements of strategic planning
  - a) Strategic objectives formulation
  - b) Strategic analysis
  - c) Long term strategy formulation
2. Market Segmentation
  - a) Positioning
  - b) Market segmentation based on customer preferences
  - c) Demographic segmentation
3. Market analysis
  - a) Symulated market description
  - b) Needs and preferences analysis
  - c) Conjoint modeling
  - d) PSM analysis
  - e) Satisfaction surveys
  - f) Value for customer model
4. Marketing communication strategies
  - a) Brand perception
  - b) Media mix

**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