Course title:
Marketing Simulationen / Marketing Simulations (BAE4037)

Semester weekly hours: 2 SWS
Credits: 3 Credits
Language: English
Schedule: Tuesday, 1:45 – 5:00 pm
First session: Tuesday, 08 October 2019, 1:45 – 5:00 pm
Room: T1.5.09

Lecturer: Prof. Dr. Udo Wupperfeld

Details: read more
Office: T1.4.25
Office hours: Thursday, 11:30 am – 1:00 pm
Phone: 07231/28 6638
E-Mail: udo.wupperfeld@hs-pforzheim.de

I care about your learning, helping you is important to me. If you are having a problem/question with some aspect of the course or your working group, do not hesitate to send an e-mail. I will respond quickly and if it is necessary, we can make an appointment.

Overview: The participants are separated in working groups. Each group has to take strategic and operative decisions within the framework of a marketing business simulation. The main focus is on strategic corporate behavior with the usage of marketing tools in a realistic corporate environment. Strategic thinking, justifying and acting on virtual sales markets is an important part of the course.
In addition, each working group has to establish a company communication campaign, suitable to their business model, and introduce a marketing topic in a scientifical approach.

Prerequisites: Passed first study section
Type of examination: PLH/PLL/PLP/PLR
Teaching language: English
Teaching method: Tuition in seminars

Learning objectives and outcomes:

After completing this course, you
• Will know how to take objective market based decisions
• Will be able to develop an advertising and communication strategy for a specific company
• Will have first experiences in the practical use of marketing research data
• Will be aware of the right strategic action and will know how to introduce and defend your decisions in front of decision-makers/stakeholders in an appropriate way
Course topics:

- Active market development with marketing tools
- Corporate management and definition of vision and mission statements for the own company and, if necessary, adjustment of business strategy
- Product development referred to product life cycle
- Price determination and distribution in difficult market situations
- Development of communication and advertising strategy for the own company, in marketing business simulation and practical case
- Disputing with competitors
- Practical use of market research, analysis of market data and verification of business strategy
- Making independent corporate decisions
- Presenting, justifying and defending own strategies and decisions in general meetings

Contribution to program goals:

<table>
<thead>
<tr>
<th>Learning objective</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3 Students demonstrate key knowledge in Business Administration</td>
<td>Introduction and learning of the interdependencies between the requirements of customers and the company-specific conditions.</td>
</tr>
<tr>
<td>2.1 Students demonstrate proficiency in using current computer programs to solve business and technical problems.</td>
<td>Creation of planning tools to control the own company during the marketing business simulation (scientific specialisation/application).</td>
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<td>4.1 Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems.</td>
<td>Awareness of ethical conflicts (introduction/mediation).</td>
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<tr>
<td>5.2 Students demonstrate their oral communication skills in presentations and lectures.</td>
<td>Multimedia presentations during the marketing business simulation about strategy and results in general meetings. Creation and presentation of current marketing topics (scientific specialisation/application).</td>
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<tr>
<td>6.1 Students show that they are able to work successfully in a team by performing practical tasks.</td>
<td>Joint work of students from controlling and marketing (scientific specialisation/application).</td>
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<tr>
<td>7.1 Students are able to explain interdisciplinary terms on the basis of complex problems safely and competently.</td>
<td>Trading and market-based management of a company in a realistic corporate environment (scientific specialisation/application).</td>
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Teaching and learning approach:

The learning method is based on a three-phase approach. First phase means the introduction in main subject related contents. During the first session the students will be separated in working groups. All participants will receive basic information about marketing business simulation and further seminar material and guides. Please use the seminar material and learn the ropes of the marketing business simulation. Afterwards the participants are playing three test rounds.
For their own company, that is taking part in the marketing business simulation, the students should define:

- Business strategy
- Decisions for market development
- Corporate planning
- Advertising and communication strategy

Second phase means, the participants are taking business decisions and playing 12 rounds a marketing business simulation game.

The third phase starts parallel with presentation/general meetings between the played rounds. Afterwards there will be a concluding discussion about the game progress for the different companies. Another goal is the additional elaboration and presentation of current marketing topics in reference to the own company.

The lecturer supports the students as a conversation partner and gives advice. The communication happens in personal conversation or via e-mail.

The aim of the course is not primarily to create the most successful company in the context of marketing business simulation, but rather to understand the interaction of marketing strategy, communication media, business decisions and planning accuracy as well as represent own decisions to other stakeholders of the company.

Due to that, the course offers the opportunity, under realistic circumstances, to learn entrepreneurial thinking and doing business from a market oriented perspective.

**Assessment:**

The performance of the students will be measured in several components. The exact components of grading will be explained at the beginning.

- 1 – excellent (pass grade) = outstanding work
- 2 – good (pass grade) = work which is far above average
- 3 – satisfactory (pass grade) = average work
- 4 – sufficient (pass grade) = work with shortcomings which still meets requirements
- 5 – insufficient (fail grade) = work with severe shortcomings, does not meet requirements

**Course material:**

- Seminar material and guides
Further literature:

My teaching philosophy:

I will do anything to ensure that you achieve a successful learning progress and understand the practical meaning of the learned content. It is important to me that you develop independent and market oriented thinking and learn to notice the opportunities and risks of certain strategies and approaches.

Questions of understanding should be asked as soon as possible during the course. Your comments, if they are useful for the learning progress, are welcome.

I really want you to complete the course successfully, but the main work is up to you. I care not only about your mastering of the course, but also about gaining important knowledge and understanding of content related contexts. After all, if you take some enthusiasm for your following work experience, it will be great.

Schedule (changes may be necessary):

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.10.2019</td>
<td>1:45-5:00 pm</td>
<td>T1.5.09</td>
<td>First session, kick off</td>
</tr>
<tr>
<td>15.10.2019</td>
<td>1:45-5:00 pm</td>
<td>T1.5.09</td>
<td>Internal meeting and decision making</td>
</tr>
<tr>
<td>22.10.2019</td>
<td>1:45-5:00 pm</td>
<td>T1.5.09</td>
<td>Strategy meeting</td>
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<tr>
<td>05.11.2019</td>
<td>1:45-5:00 pm</td>
<td>T1.5.09</td>
<td>Board meeting</td>
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<tr>
<td>19.11.2019</td>
<td>1:45-5:00 pm</td>
<td>T1.5.09</td>
<td>Stockholders meeting</td>
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Further information:

1. Test rounds and all presentations (strategy presentation, board meeting and stockholders meeting) take place at the university.
2. It is mandatory to take part at each appointment for all participants. Each team member has to play an active role during the three presentation appointments.