

Course title:

Marketing Simulationen / Marketing Simulations (BAE4037)

Credits: 3 Credits/2 SWS
Language: English
Schedule: Tuesdays 1:45 – 5:00 pm
First session: Tuesday, October 6th 2020
Lecturer: Prof. Dr. Henning Hinderer

Office: T1.5.23
Office hours: Monday, 11:30 – 1:00 pm
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Class room: see LSF
Course might take place online on AlfaView depending on the current situation.
Stay aware of official announcements.

[Access to online room](#)

Your learning progress and your success is important to me. Therefore, I want to support you. In case you have any questions or concerns regarding the course please feel free to contact me personally or send me an email. I will respond soon and arrange an appointment if necessary.

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

Overview: The participants are divided into 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 use 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, that suits their business model, and introduce a marketing topic using a scientific approach.

Learning objectives and outcomes:

After completing this course, you

- Will know how to make objective market based decisions
- Will be able to develop an advertising and communication strategy for a specific company
- Will have some initial experience in the practical use of marketing research data
- Will be aware of the right strategic action and will know how to capable of presenting and defending decisions to stakeholders in an appropriate manner

Course topics:

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

Contribution to program goals:

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

Teaching and learning approach:

The learning method is based on a three-phase approach. First phase means the introduction to the main subject-related contents. During the first session the students will be separated into 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 play two test rounds.

For the company they chose to represent in the marketing business simulation, the students should define:

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

In the second phase the participants make business decisions while playing 8 to 12 rounds in a marketing business simulation game.

The third phase runs simultaneously to the second one with presentations/general meetings between the rounds. After the rounds there will be a concluding discussion about the progress made by each company in the game.

Another goal is the additional elaboration and presentation of current marketing topics related to the each group's company.

The lecturer supports the students as a conversation partner and gives advice either during face-to-face meetings or via e-mail.

The primary aim of the course is not to create the most successful company in the context of a marketing business simulation, but rather to highlight to participants the interactions between marketing strategy, communication media, business decisions and planning accuracy, as well as to teach them how to present their own decisions to other company stakeholders.

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

Assessment:

The performance of the students will be measured through several components, which will be better explained during the first session.

- 1 – excellent (pass grade) = outstanding work
- 2 – good (pass grade) = work which is 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 manuals
- Kotler, P., Keller, K., Opresnik, M.: Marketing-Management. 14. Edition, München u.a.: Pearson, 2015.
- Kleinaltenkamp, M.. Business Relationship Management and Marketing : Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Meffert, H. et al.: Marketing: Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, 2007.

Further literature:

- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Edition, Stuttgart: Kohlhammer, 2006
- Wöhe, G.: Einführung in die Betriebswirtschaftslehre. 24. Edition, München: Vahlen, 2011.
- Backhaus, K.: Industriegütermarketing, 10. Edition, München: 2014.

My teaching philosophy:

I will do anything to ensure that you achieve a successful learning progress and understand the practical meaning of the course contents. 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 about course contents 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 you gaining important knowledge and understanding its contents. Finally, if you have enthusiasm for your future career, it will be great.

Schedule (changes may be necessary):

Lesson #	Time	Room	Subject
1	13:45 - 17:00	T2.4.10	First session, kick off
2	13:45 - 17:00	T2.4.10	Training and questions concerning marketing business simulation
3	13:45 - 17:00	T2.4.10	Presentation and discussion about the first task
4	13:45 - 17:00	T2.4.10	Training and questions concerning marketing business simulation
5	13:45 - 17:00	T2.4.10	Board meeting
6	13:45 - 17:00	T2.4.10	Training and questions concerning marketing business simulation
7	13:45 - 17:00	T2.4.10	Shareholder meeting
8	13:45 - 15:15	T2.4.10	Backup / Review and Feedback

Further information:

1. Test rounds and all presentations (task presentations, strategy and shareholders' meeting) take place at the university if not announced differently.
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.