

Markstrat

Alessandra Zammit

CONTACT INFORMATION

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COURSE OVERVIEW

Teaching Hours: 24

Course Content: *The aim of the course is to provide students with the opportunity to apply under real market conditions the concepts they learned during the Marketing course. Students develop the skill and the experience in formulating and planning marketing strategies.*

At the end of the course the student will be able to: 1) understand the most important phases of the decision making process; 2) understand strategic, marketing and sales choices; 3) manage existing markets and analyze the opportunities offered by emerging markets; 4) conduct market and competitor analysis

The goal of the course is to offer MBA students the opportunity to test theories and make decisions in a risk-free platform. Markstrat is a marketing simulation software that allows students to apply under real market conditions the theory they learned during their lessons: students work in teams to manage a company that operates in an established market and has the opportunity to invest in an emerging one. Though the use of Markstrat students can strengthen their knowledge on brand management, segmentation, targeting and positioning analysis. Specifically, Markstrat learning objectives are to:

- 1) Manage products in established and emerging markets*
- 2) Conduct market and competitor analysis*
- 3) Manage essential marketing tools: learn how to read and use marketing research data*
- 4) Plan Research and development projects identifying the most relevant characteristics for target segments*
- 5) Set Product portfolio and launches strategies*
- 6) Identify Sales and distribution strategies*

Teaching Method(s): *The course is based on the use of the business game Markstrat. The business game allows students to simulate the decision making process of a technological company operating in an international context. Students will have the opportunity to work in small teams and take decisions related to existing brands and new product development: they will play one against the other to gain market share. 60% of the course will be based on the use of the business game.*

Suggested reading materials (pre-course): *Markstrat Student's Handbook chapters 1 to 4, before session 2.*

The course builds on the foundation developed in Marketing. The readings suggested for the Marketing course can be used a reference for the Markstrat Challenge Course. Additional readings are suggested in the class table.

Required Readings (for the course): *Markstrat Student's Handbook and material distributed during the course*

INTENDED LEARNING OUTCOMES (ILOs):

- LO-1: Learn how to implement an effective marketing strategy
- LO-2: Improve decision making ability based on data analysis
- LO-3: Implement the marketing plan playing an actual job role and plan not only for short-term profits, but also for long-term objectives.
- LO-4: Increase team work ability
- LO-5: Develop analytical thinking

Matching with the overall ILOs of the programme: *please tick at least two programme ILOs that your course contributes to reach.*

At the end of the course, graduates will be able to:

- analyze the strategic positioning of global enterprises and their sources of competitive advantages;
- define a marketing management plan for the introduction of new products or expansion of existing product lines;

Matching with the UN's SDG: *please tick at least three SDGs that your course contribute to reach. See also: <https://www.un.org/sustainabledevelopment/>*

- ☐ Goal 4: Quality Education
- ☐ Goal 8: Decent Work and Economic Growth
- ☐ Goal 12: Responsible Consumption and Production

CLASS SCHEDULE, LOCATION, AND ASSIGNMENTS

Table containing the following information for each session:

- **Dates of class meetings with relevant information on daily activities** (*detailed reading/working material for each teaching unit should be listed here*)
- **Dates of other learning activities** (*including guest speakers or in-company visits*)
- **Due dates for assignments, team works, readings, etc.**
- **Final examination date:** (*If you haven't been informed by the program manager on the final examination date of your course, please leave this space blank. The physical presence of the Instructor will not be necessary during the final examination session unless you have requested otherwise*).
- **Final examination structure**

1 st session: Title	INTRODUCTION TO THE COURSE: THE MARKSTRAT WORD
Date - hours	April 26 - 3 hours (morning)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Introduction of the course; • Team composition • Overview of the Markstrat word
Required Readings	Students' Handbook chapters 1-4
Supplementary readings	-
Assignment	Create teams composed of 6-7 students Period 0 Report will be distributed

2 st session: Title	GAME SESSION 1 - SEGMENTATION TARGETING AND POSITIONING
Date - hours	April 26 - 3 hours (afternoon)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Introduction 2 to Markstrat • Segmentation targeting and positioning analysis • Game session #1 • Distribution of Period 1 Reports
Required Readings	Students' Handbook chapters 5-7
Supplementary readings	Cluster Analysis for Segmentation, HBR

3 st session: Title	GAME SESSION 2 – NEW PRODUCT DEVELOPMENT
Date - hours	April 27 - 3 hours (morning)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Perceptual Maps • New product development • Game session #2 • Distribution of Period 2 Reports
Required Readings	-
Supplementary readings	Reducing the Risks of New Product Development, Ogawa and Piller, 2005 MIT Sloan Management Review

4 st session: Title	GAME SESSION 3 – POSITIONING ANALYSIS
Date - hours	April 27 - 3 hours (afternoon)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Positioning analysis • Differentiation and Competition • Game session #3

	• Distribution of Period 3 Reports
Required Readings	-
Supplementary readings	Brand Positioning, AVERY and GUPTA 2015 HBS
Case study	-
Assignment	Send loan request by class 5 Marketing Strategy Assignment: each team is asked to submit concise five-year strategic plans, committing to certain performance measures. The document will contain a strategic analysis of the past performance along with the contingent scenarios for the future and the reasoning for the path you have chosen.

5 st session: Title	GAME SESSION 4 – PRODUCT PORTFOLIO ANALYSIS
Date - hours	April 28 - 3 hours (morning)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Mid-Game analysis • Portfolio analysis – BCG Matrix • Game session #4 • Distribution of Period 4 Reports
Required Readings	-
Supplementary readings	Morgan, N. A., & Rego, L. L. (2009). Brand portfolio strategy and firm performance. <i>Journal of Marketing</i> , 73(1), 59-74.

6 st session: Title	GAME SESSION 5 and 6 – MARKSTRAT TOOLS AND CONJOINT ANALYSIS
Date - hours	April 28 - 3 hours (afternoon)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Markstrat Tools – Regression Analysis Tool and Conjoint Analysis • Game session #5 • Distribution of Period 5 Reports • Game session #6 • Distribution of Period 6 Reports
Required Readings	-
Supplementary readings	A Refresher on Regression Analysis, Amy Gallo, 2015 HBR "Conjoint Analysis: A Manager's Guide", HBR "A Practical Guide to Conjoint Analysis " HBR

7 st session: Title	GAME SESSION 7 and 8
Date - hours	April 29 - 3 hours (morning)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Game session #7 • Distribution of Period 7 Reports

	<ul style="list-style-type: none"> • Game session #8 • Distribution of Period 8 Reports
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8 th session: Title	FINAL PRESENTATION
Date - hours	April 29 - 3 hours (afternoon)
Location	Classroom: "XXX" – BBS, via degli Scalini, 18 – Bologna
Content	<ul style="list-style-type: none"> • Students have one hour to prepare a summary of all the game sessions highlighting their strategy and their results. In the remaining time each team presents the strategy to the class. <p>Specifically, each Team is asked to prepare a report summarizing the decision plan in the MARKSTRAT WORLD.</p> <ol style="list-style-type: none"> 1) Outlining the initial situation giving particular relevance to: <ul style="list-style-type: none"> • Firm' value proposition • Target segments • Positioning 2) Describing the strategy (both for the long run and for the short run) and the strategic decisions aimed to attain your goals: <ul style="list-style-type: none"> • Desired positioning • Product portfolio • Target segments • Pricing strategies • Competitor analysis

PLAGIARISM

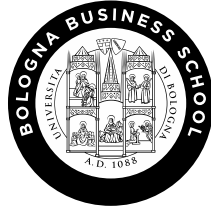
Plagiarism is an academic fraud consisting of attributing authorship by (partial or total) copying, imitation or misappropriation. Examples of academic fraud committed by students are the followings:

- Appropriating written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- Presenting data that has been falsified or invented in any way;
- Appropriating the work of someone else and presenting it as the own;
- Including excerpts of texts, images, results from external sources without mentioning the source of the document;
- Citing the original idea of an author by expressing it in their own words but omit quoting the source;
- Cheating in an academic evaluation.

All students completing this course should be aware that in submitting any assignment for this course, you agree to the following declaration:

"I certify that the coursework that I have submitted is entirely my own unaided work, and that I have read and complied with the School's guidelines on plagiarism and referencing as set out in the School handbook.

I understand that the School may make use of plagiarism detection software and that my work may therefore be stored on a database which is accessible to other users of the same software." Students should be aware that, where plagiarism is suspected, a formal investigation may be carried out under the School's Student Disciplinary Procedure. This may result in penalties ranging from mark deduction to expulsion from the School.



DISCLAIMER

The information contained in this syllabus may be subject to moderate changes. The course instructor will communicate any modifications to students.