



STRATEGIC MARKETING CHALLENGE

BETRIEBSWIRTSCHAFTSLEHRE (B.SC.)

COURSE OUTLINE

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RWTH Business School

TIME Research Area | Service and Technology Marketing Group (**STM**)

September 2021

1 COURSE OVERVIEW

Course Name:	Strategic Marketing Challenge Online Simulation Game
Degree Programmes:	Bachelor Betriebswirtschaftslehre (B.Sc.)
Lecturer:	Prof. Dr. Thomas Wittkop
Contact:	Organizational questions: Heiko Holz Heiko.holz@time.rwth-aachen.de
Location and Time:	Online Course Refer to <i>Course Organization</i>
Content Description:	<p>Online Simulation: Introduces the basic concepts of marketing. Based on customer needs, students formulate an initial marketing strategy and make brand, price, advertising, and distribution decisions. Customer feedback, competitor data, and profitability reports challenge students to adjust their strategy in a dynamic and highly competitive environment. The Introduction to Marketing simulation allows your students to develop and execute a complete marketing strategy including:</p> <ul style="list-style-type: none"> ▪ Market opportunity analysis ▪ Brand development ▪ Advertising ▪ Pricing ▪ Sales force management ▪ Profitability projections and analysis ▪ Internet Marketing
Qualification Objectives:	<p>After successfully completing this course, the student will have acquired the following learning outcomes:</p> <p>The simulation exposes participants to all aspects of modern marketing. It allows students to develop and execute a complete marketing strategy, including brand design, pricing, ad copy design, media placement, distribution, and sales force management. Throughout the exercise, students receive information on customer needs as well as a feedback on customer satisfaction with brands, prices and advertising.</p>
Course Examination:	<p>Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)</p> <p>Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)</p> <p>Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</p> <p>Option D: Examination (100%, graded, 60min.)</p>

	All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies.
Participation Requirements:	<ol style="list-style-type: none"> 1. Profound English language skills 2. Module with special didactic requirements according to §8 attendance 3. Compact interactive Seminar
Group Size:	15-20 participants (max) plus Erasmus/Exchange students
Language:	English
Credits:	6

2 COURSE ORGANIZATION

The course consists of online sessions which will be held from **3rd November 2021 till 12th January 2022**. The course familiarizes students with the marketing of high-tech products for different kind of customers. The sessions include a mixture of learning activities – online simulation, class discussions, lectures, case studies, and individual feedback for their company.

Lecture Sessions						
Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7
03/11/2021 11:00-18:00	17/11/2021 11:00-18:00	24/11/2021 11:00-18:00	01/12/2021 11:00-18:00	15/12/2021 11:00-18:00	12/01/2022 11:00-18:00	tba 11:00-18:00
Kick-Off Strategic Marketing Simulation	Introduction to the Simulation	Lecture & Simulation Coaching	Strategic Outlook Presentation of the Company	Lecture & Simulation Coaching	Final Presenta- tion	Feedback Session
Group Building	Simulation	Simulation		Simulation	Share- holder Meeting	
<i>In addition to these attendance meetings, the accompanying simulation game will be divided into weekly decision-making sessions. The following table shows the decision due dates (subject to change):</i>						
Simulation Decisions						
Simulation Decision 1	Simulation Decision 2	Simulation Decision 3	Simulation Decision 4	Simulation Decision 5	Simulation Decision 6	
05/11/2021 23:55 pm	26/11/2021 23:55 pm	03/12/2021 23:55 pm	10/12/2021 23:55 pm	17/12/2021 23:55 pm	07/12/2022 23:55 pm	

All lectures will take place in a digital format. To access the lectures please use the Zoom link provided in Moodle, please do not share this link with others.

The password will be provided via Moodle, please sign up for Moodle.

The course will be managed via the e-learning platform RWTHmoodle. All videos, lecture slides, case studies, and readings will be deposited there. In addition, we will communicate all important pieces of information (e.g., group allocation, room changes, course and examination preparation) only via RWTHmoodle. It is hence essential for you to sign up for this course in RWTHmoodle. All

lectures, discussions, and student presentations will be in English language. Please note that the examination will be in English independent of its form.

3 Marketplace Simulation

Students receive an interesting challenge - to lead a new marketing division of an established, large bicycle company. The division's task is to create a business around innovative technologies: a more economical form of carbon fiber and an advanced 3D printer that uses the new material to efficiently build a bike frame of any size and shape. This enables strong, lightweight bikes that are tailored to the size and usage of each customer. The fabrication equipment can be set up in regular warehouses local to where the bike shops are built. This distributed manufacturing allows the new division to eliminate most of the inventory that would otherwise be held, thus reducing the costs of distribution.

Topics covered:	
Strategic Marketing	Develop, execute, and refine marketing strategies. Students price, promote, and distribute a portfolio of brands to target segments based upon their needs, market potential, price points and competitive pressures.
Sales	Create a global expansion strategy based on market potential, costs, and available resources.
Profitability	Plan current period expenses based upon projected sales and planned marketing activities. Profitability reports are available for the firm and individual brands. Students are given seed money to launch the business and must manage their resources in the face of dynamic market conditions.
Entrepreneurship	Start up and run a new marketing division for a large international technology company. Students face new challenges, decisions, and information as they naturally unfold over the lifecycle of the product and division.

4 GROUP ASSIGNMENT

Depending on the number of participants the simulation will be played online in groups of 4 – 6 students against peers of the class to simulate a competitive market environment. Equally, the course examination will be assessed either individually or in small groups depending on the number of participants in the course.

5 COURSE EXAMINATION

- Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)
- **Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)**
- Option C: Paper (50%, graded) and examination (50%, graded, 60min.)
- Option D: Examination (100%, graded, 60min.)

All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies.

6 LITERATURE

Further reading material (e.g. deep dives or articles) will be distributed in class.

We hope you will enjoy the course and look forward to working with you!