

# Strategic Decisions in Marketing (Business Game) GR. 1 ONSITE (EM1F4M54B1)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :Strategic Decisions in Marketing (Business Game) : 5 ECTS.</b> <ul style="list-style-type: none"><li>• BEM Bachelor in European Management</li><li>• PGE 2A - English track</li></ul>
Discipline	Marketing
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	25

## Coordinator

**Claude CHAILAN**

## Coordinator

**Raficka HELLAL-GUENDOZI**

## Lecturers

Instructor	Population	Email
Claude CHAILAN	Population	chailan@unistra.fr
Raficka HELLAL-GUENDOZI	Population	raficka.hellal-guendouzi@em-strasbourg.eu

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

## Contribution of the course to the educational objectives of the program

**How the course contributes to the program :**

### **BEM Bachelor in European Management**

### **PGE 2A - English track**

## Description

This course is a business simulation. Participants are organized in teams, and are to manage the marketing department of a large corporation. Teams are competing with several other firms in a same industry.

Each team is responsible for formulating and implementing the long-term marketing strategy of your division. In particular, teams have to:

- Work in a highly competitive market
- Target consumer segments and position your products

- Interface with R&D to design and develop new products
- Launch new products and improve existing ones
- Interface with the production department
- Make marketing mix decisions: pricing, advertising, ...
- Decide on the size and priorities of your commercial team
- Order market research studies to get up-to-date information for decision making.

The objective is to maximize the Share Price Index of the company, which takes into account several indicators including net contribution generated, product market share, ability to grow the organization's revenues and the quality of projects successfully completed.

## Educational organisation

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In class

### Lectures

In groups

### Exercises

Interaction

### Games (educational, role play, simulation)

## Learning outcomes

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**Upon completion of this course, students should be able to :**

- **Employ** marketign tools and concepts seen all along their studies
- **Analyze** a competitive environment and figure out options to create value for customers and the company
- **Plan** a consistent marketing plan, long-term
- **Appraise** their managerial practice within a team

## Outline

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A series od decisions taken all over a 3 days long period.

'Incidents' might occur, as in real business life

On the last day, teams are asked to assesss how they managed the company

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

Marketing Fundamentals / Marketing Management / Brand management / Introduction to Corporate Finance

## Teaching material

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### Documents in all formats

- Syllabus
- Guide
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT

## Recommended reading

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**Major works :**

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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### Intermediate evaluation / continuous assessment 1 : last session

written + oral / in group / English / weighting : 35%

additional information : Results and ranking reached at the end of the business simulation

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO4.2**

### Intermediate evaluation / continuous assessment 2 : last session

oral / individual / English / weighting : 25%

additional information : Individual involvement all along the business simulation: active participation, teamspirit, attitude towards teammates, presence

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO2.3**

**Final assessment : last session**

written + oral / in group / English / weighting : 40%  
additional information : Final presentation including final report to be sent within 48 hours.  
**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3**

## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.