



Marketing Management Simulation

Cesim Marketing develops the understanding and command of the whole marketing decision-making process.



CASE SCENARIO

The marketing simulation game consists of eight customer segments in two market areas and a maximum of six different products with varying features that can be offered to the markets simultaneously. In order to encourage unique strategy creation and execution, participants start their companies fresh without any operations history.

Participants are provided with a decision making tool that helps them to try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. In addition, the simulation generates a range of reports that will help the teams to analyze and benchmark their own performance against their competitors.



PARTICIPANT TASKS

A significant part of the decision making challenge is to actively manage the product portfolio by matching both qualitative and quantitative features of products with the selected target segments' preferences. Moreover, pricing, promotion and channel selection need to be set based on the segments' preferences. In addition, teams manage the after sales and research and development decisions.



KEY LEARNING AREAS

The marketing game simulation covers marketing topics including product life cycle management, product mix management, market segmentation, positioning, distribution channel investments, advertising budget allocation, after sales services, pricing, sales forecasting, marketing research, competitor analysis, research and development, revenue and margin management and overall profitability.



KEY SUCCESS FACTORS

The essence of Cesim Marketing simulation is to mirror a rapidly changing market place that is driven by short product life cycles and innovation; where constant attention to core competences, timely product development, segmentation, positioning, and marketing communications are the keys to success.



EXPECTED OUTCOME

As an outcome of the marketing strategy simulation game, participants will fully comprehend the different parts of the marketing decision making process, their relationship with each other, and their impact on the company's overall results. In addition, participants will gain invaluable experience in teamwork and problem solving.



AVAILABLE LANGUAGES

English, French, German, Italian, Mandarin Chinese, Portuguese, Romanian, Russian, Spanish, Turkish



The most intuitive business simulations

All Cesim Business Simulations are built on an easy-to-use, scalable and highly automated online platform that allows instructors to run their courses on any web browser from anywhere, anytime.

Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.

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|  cesim GLOBAL CHALLENGE | Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment. |
|  cesim SERVICE | Cesim Service is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing. |
|  cesim PROJECT | Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment. |
|  cesim FIRM | Cesim Firm is a product based business simulation that integrates the functional areas of production, marketing and logistics. |
|  cesim MARKETING | Cesim Marketing develops the understanding and command of the whole marketing decision-making process. |

Industry Specific Simulations

When your course or training requires the setting of a particular industry.

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|  cesim HOSPITALITY | Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability. |
|  cesim BANK | Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment. |
|  cesim POWER | Cesim Power is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management. |
|  cesim CONNECT | Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers. |
|  cesim RETAIL | Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment. |
|  cesim REFINING | Cesim Refining combines the dynamics of product sales, production, and risk management of an oil refining operation. It also includes strategic decisions regarding investments. |

Custom Business Simulations

When you need a Business Simulation tailored specifically to the needs of your course or training.

Examples: Steel, Packaging, Real Estate Management, Public Broadcasting, Contract Manufacturing.