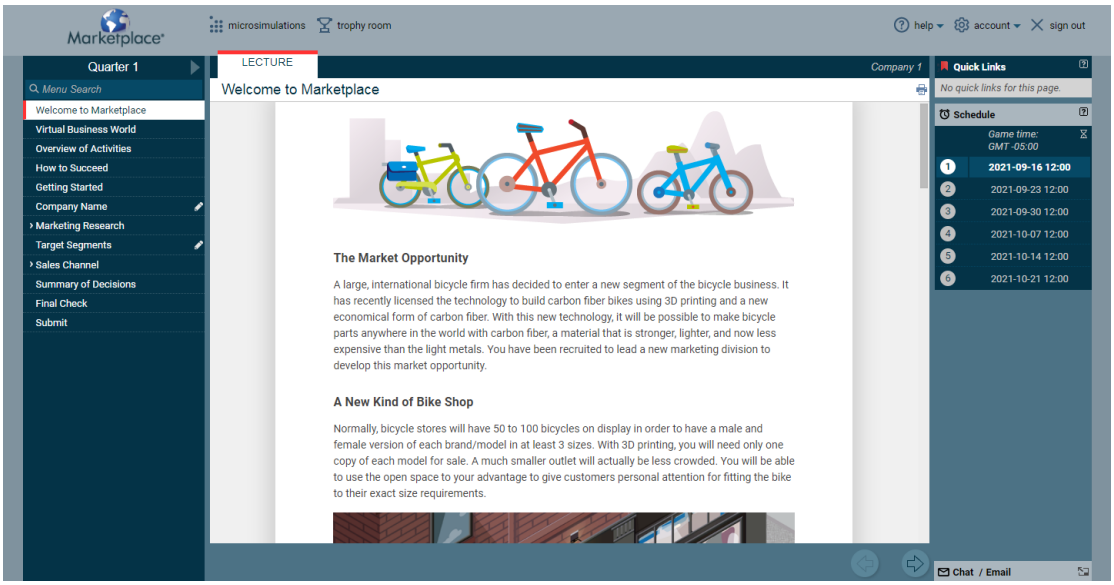
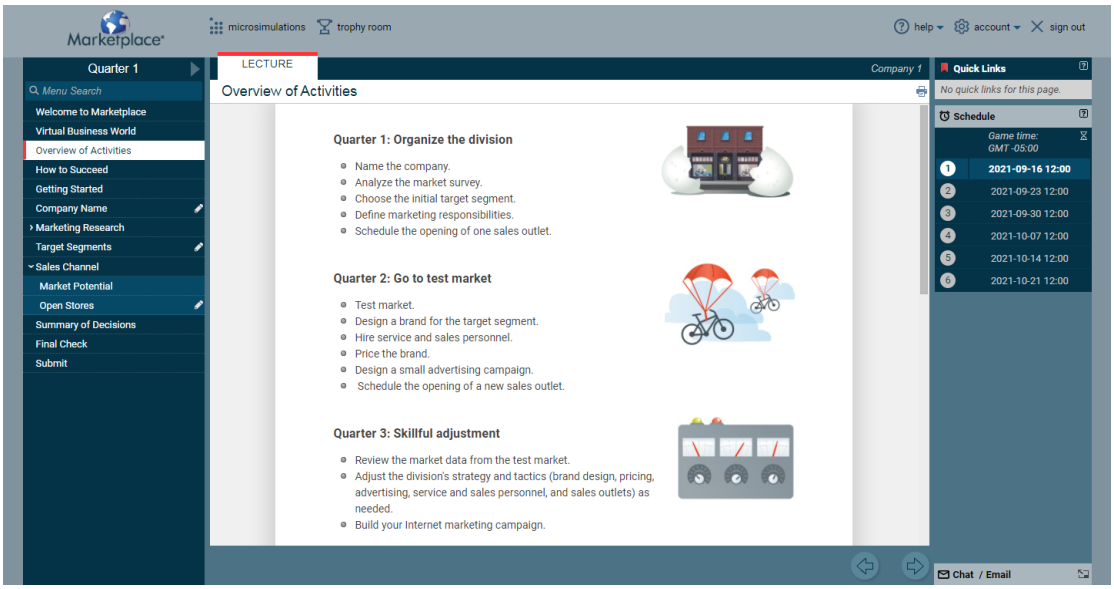
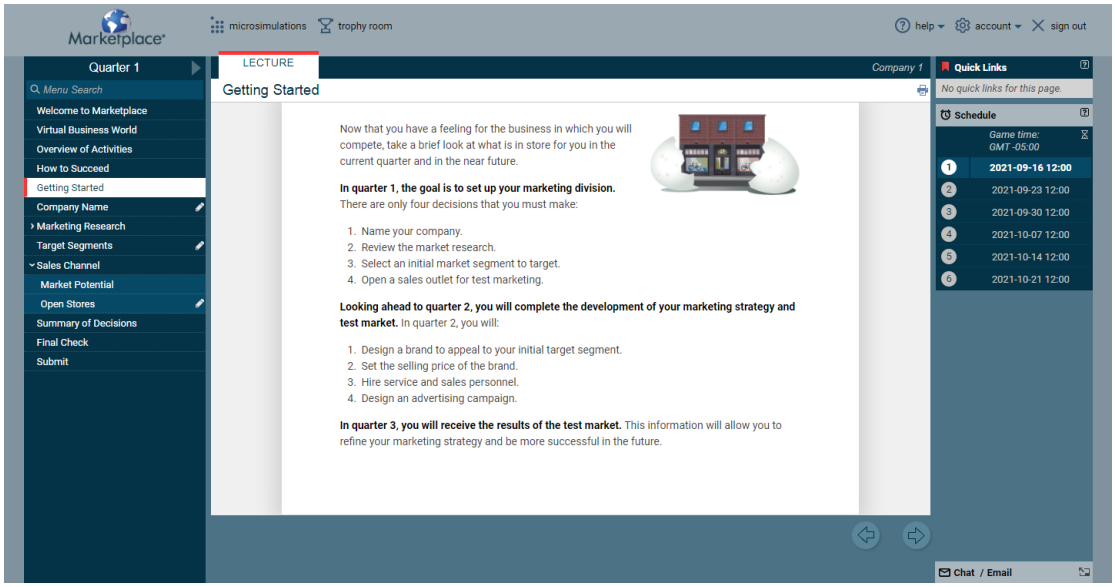
Annex 3a – Simulations and Interactive Digital Case Studies

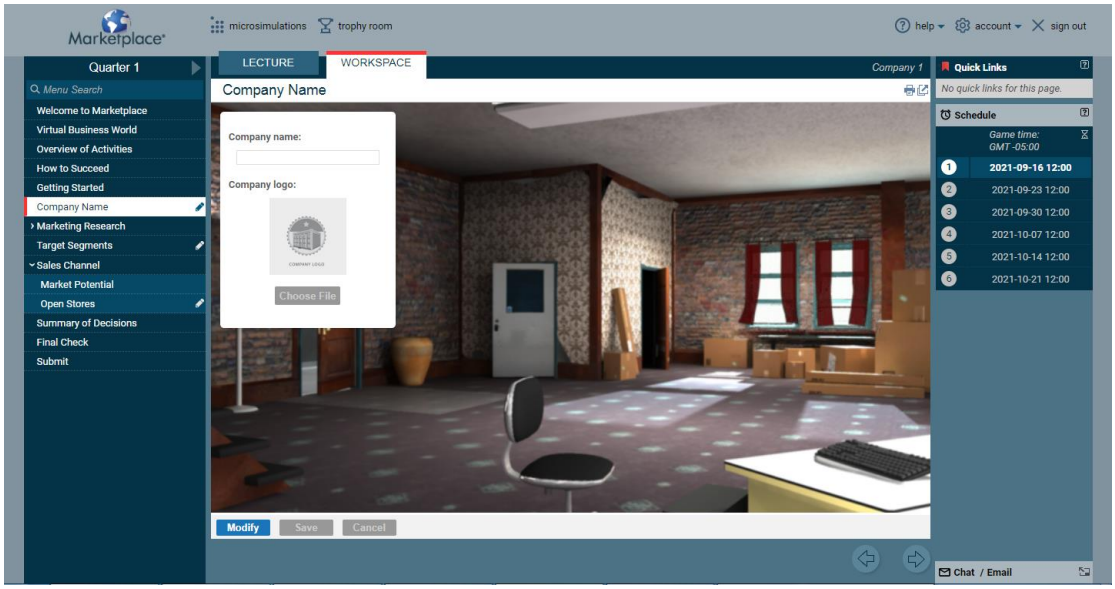
Sample 1 - Simulation

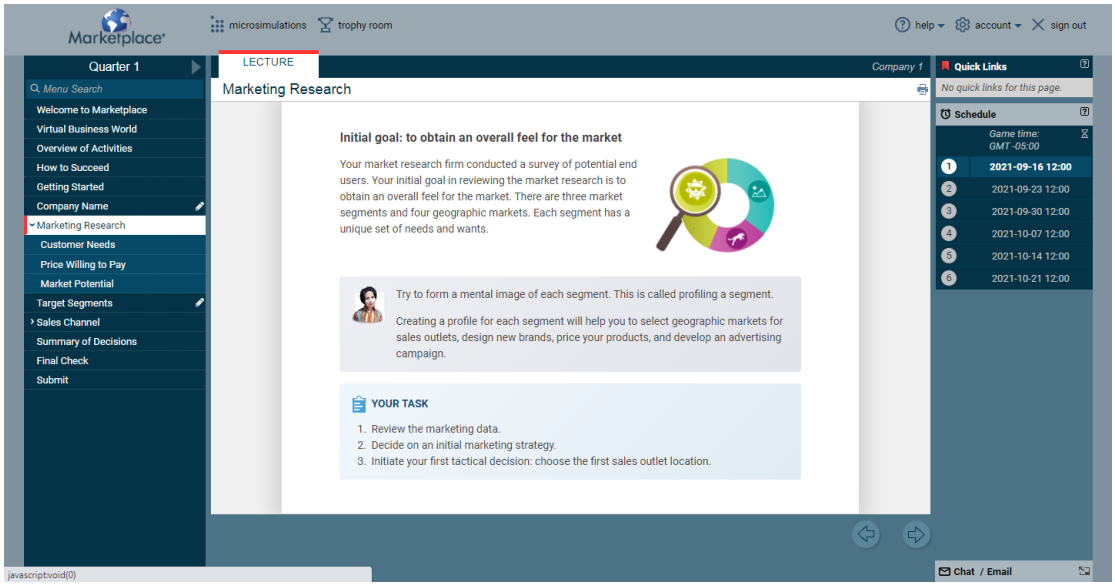
We have acquired this simulation from Harvard Business Publishing. The simulation can work in two versions: "against computer" or "against peers". It is designed for students taking a Marketing course and the scenario begins when students start up a new marketing division to sell 3D printed, carbon fiber bikes for a large, international bike company. Starting with customer needs and wants, price points, and market potential, students formulate an initial marketing strategy and then make brand, price, advertising, and distribution decisions. They have a budget to work with in addition to whatever profits they earn. Customer feedback, competitor data, and profitability reports challenge students to adjust their strategy in a dynamic and highly competitive environment. The competition also creates rivalry that fuels excitement and the drive to win. Students learn to apply marketing concepts, principles, and ways of thinking through adaptive learning. There are 6 decision rounds of 30-60 minutes. Students compete against computer-generated competitors. Students often play individually or in teams of 2 or 3. The work is usually done outside of class in asynchronous fashion, typically one decision round per week. Below, some screenshots of the simulations are presented:






Marketplace
microsimulations
trophy room
help
account
sign out
Quarter 1
Menu Search
Welcome to Marketplace
Virtual Business World
Overview of Activities
How to Succeed
Getting Started
Company Name
Marketing Research
Target Segments
Sales Channel
Market Potential
Open Stores
Summary of Decisions
Final Check
Submit
LECTURE
Company 1
Getting Started
Now that you have a feeling for the business in which you will compete, take a brief look at what is in store for you in the current quarter and in the near future.
In quarter 1, the goal is to set up your marketing division. There are only four decisions that you must make:
1. Name your company.
2. Review the market research.
3. Select an initial market segment to target.
4. Open a sales outlet for test marketing.
Looking ahead to quarter 2, you will complete the development of your marketing strategy and test market. In quarter 2, you will:
1. Design a brand to appeal to your initial target segment.
2. Set the selling price of the brand.
3. Hire service and sales personnel.
4. Design an advertising campaign.
In quarter 3, you will receive the results of the test market. This information will allow you to refine your marketing strategy and be more successful in the future.
Quick Links
No quick links for this page.
Schedule
Game time: GMT -05:00
1 2021-09-16 12:00
2 2021-09-23 12:00
3 2021-09-30 12:00
4 2021-10-07 12:00
5 2021-10-14 12:00
6 2021-10-21 12:00
Chat / Email


Marketplace
microsimulations
trophy room
help
account
sign out
Quarter 1
Menu Search
Welcome to Marketplace
Virtual Business World
Overview of Activities
How to Succeed
Getting Started
Company Name
Marketing Research
Target Segments
Sales Channel
Market Potential
Open Stores
Summary of Decisions
Final Check
Submit
LECTURE
WORKSPACE
Company 1
Company Name
Company name:
Company logo:
Choose File
Modify
Save
Cancel
Quick Links
No quick links for this page.
Schedule
Game time: GMT -05:00
1 2021-09-16 12:00
2 2021-09-23 12:00
3 2021-09-30 12:00
4 2021-10-07 12:00
5 2021-10-14 12:00
6 2021-10-21 12:00
Chat / Email


Marketplace
microsimulations
trophy room
help
account
sign out
Quarter 1
Menu Search
Welcome to Marketplace
Virtual Business World
Overview of Activities
How to Succeed
Getting Started
Company Name
Marketing Research
Customer Needs
Price Willing to Pay
Market Potential
Target Segments
Sales Channel
Summary of Decisions
Final Check
Submit
LECTURE
Company 1
Marketing Research
Initial goal: to obtain an overall feel for the market
Your market research firm conducted a survey of potential end users. Your initial goal in reviewing the market research is to obtain an overall feel for the market. There are three market segments and four geographic markets. Each segment has a unique set of needs and wants.
Try to form a mental image of each segment. This is called profiling a segment.
Creating a profile for each segment will help you to select geographic markets for sales outlets, design new brands, price your products, and develop an advertising campaign.
YOUR TASK
1. Review the marketing data.
2. Decide on an initial marketing strategy.
3. Initiate your first tactical decision: choose the first sales outlet location.
Quick Links
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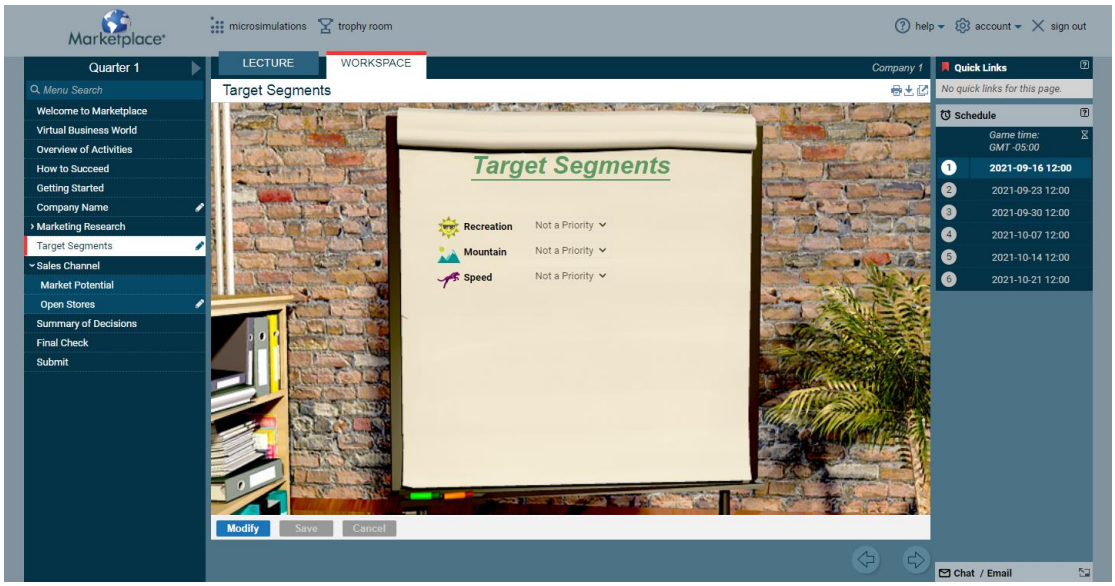
Schedule
Game time: GMT -05:00
2021-09-16 12:00
2021-09-23 12:00
2021-09-30 12:00
2021-10-07 12:00
2021-10-14 12:00
2021-10-21 12:00
Chat / Email
javascript:void(0)


Marketplace
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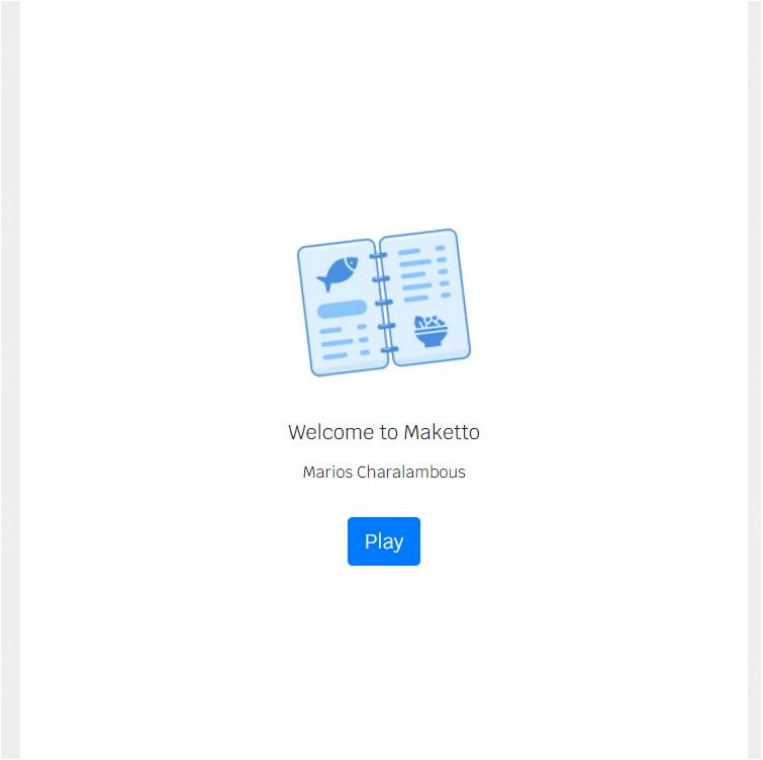
Virtual Business World
Overview of Activities
How to Succeed
Getting Started
Company Name
Marketing Research
Target Segments
Sales Channel
Market Potential
Open Stores
Summary of Decisions
Final Check
Submit
LECTURE
WORKSPACE
Company 1
Target Segments
Target Segments
Recreation
Not a Priority
Mountain
Not a Priority
Speed
Not a Priority
Modify
Save
Cancel
Quick Links
No quick links for this page.
Schedule
Game time: GMT -05:00
2021-09-16 12:00
2021-09-23 12:00
2021-09-30 12:00
2021-10-07 12:00
2021-10-14 12:00
2021-10-21 12:00
Chat / Email

Sample 2 - Interactive Digital Case Study

We have acquired this simulation from Harvard Business Publishing. The interactive case study in the form of online simulation is designed to complement lectures on product mix, profit margin, or cost-volume-profit analysis. "Maketto" is a digital exercise that demonstrates the challenges associated with determining the optimal product mix. In this simulation, the student plays the role of a restaurant consultant. The student is tasked with establishing the seasonal menu for a popular seafood restaurant. To help them determine which items to include that season's menu, students are presented information regarding each product. The goal of the exercise is to maximize their restaurant's performance, which students must do by managing the tension between product margins and the dynamics of consumer demand. Once a student has submitted a complete menu in each of the four seasons, the simulation tabulates their performance and creates visualizations for the instructor debrief. These charts allow the instructor to highlight the key learning objectives and facilitate discussions about the experience of specific students. "Maketto" is a single-player exercise. It can be played synchronously or asynchronously.



1 2 3 4 5 6

You have been hired to improve the profitability of a local business-lunch restaurant.

Next

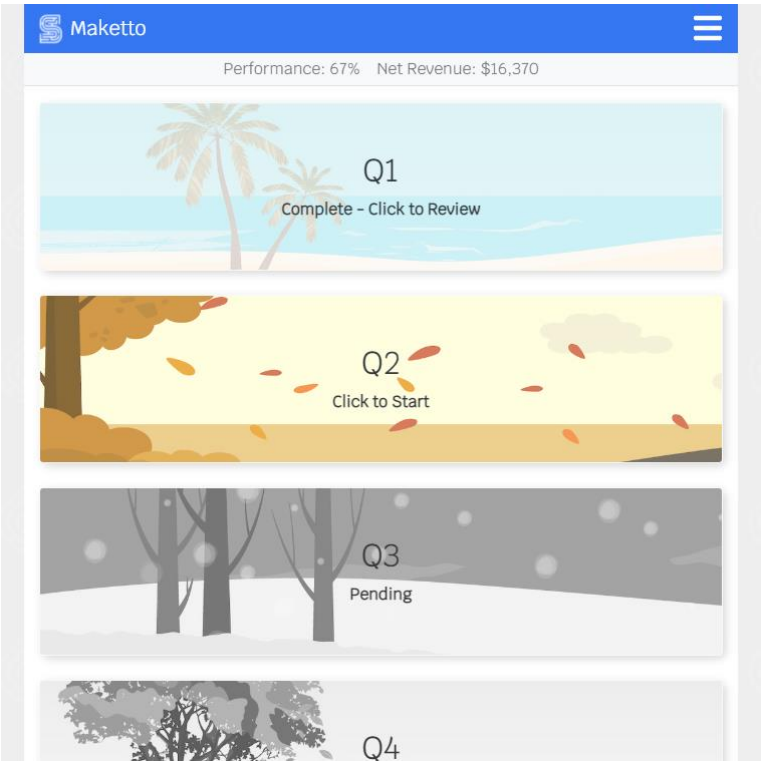
1 2 3 4 5 6

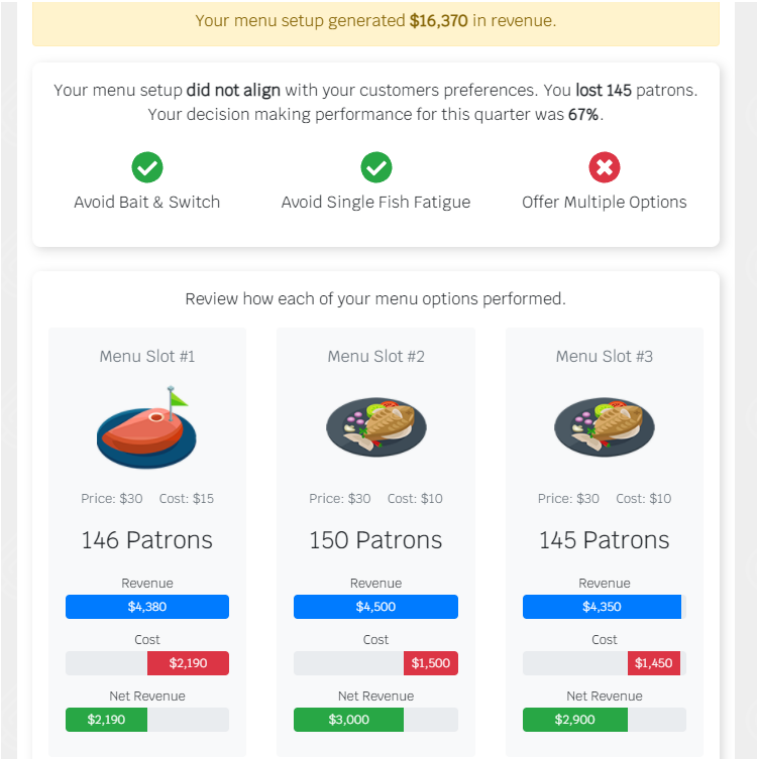
Fixed Price - Cost = Profit

$30.00 - $12.00 = $28.00

Keep a keen eye on how an item's cost evolves throughout the year so you can actively manage the restaurant's profitability in the quarter.

Prev Next


Maketto
Performance: 67% Net Revenue: $16,370
Q1
Complete - Click to Review
Q2
Click to Start
Q3
Pending
Q4


Your menu setup generated $16,370 in revenue.
Your menu setup did not align with your customers preferences. You lost 145 patrons.
Your decision making performance for this quarter was 67%.
Avoid Bait & Switch
Avoid Single Fish Fatigue
Offer Multiple Options
Review how each of your menu options performed.
Menu Slot #1
Price: $30 Cost: $15
146 Patrons
Revenue
$4,380
Cost
$2,190
Net Revenue
$2,190
Menu Slot #2
Price: $30 Cost: $10
150 Patrons
Revenue
$4,500
Cost
$1,500
Net Revenue
$3,000
Menu Slot #3
Price: $30 Cost: $10
145 Patrons
Revenue
$4,350
Cost
$1,450
Net Revenue
$2,900