

# Marketing Management Simulation

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



## FEATURES

The market consists of eight customer segments in two market areas. To encourage and enable unique strategy creation and execution, students start their Cesim SimBrand® 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 match both qualitative and quantitative product

features of each product in the product portfolio with the selected target segments' preferences. Moreover, pricing, promotion and channel selection should be set based on the segments' preferences.



## KEY LEARNING AREAS

The simulation covers marketing topics including segmentation, positioning, distribution channel investments, advertising budget allocation, after sales services, pricing, sales forecasting, marketing research, competitor analysis, research and development, and profitability.



## KEY SUCCESS FACTORS

The essence of the Cesim SimBrand® simulation is to mirror a fast developing smartphone market that is driven by short product life cycles and innovation; where constant attention to own core

competences, timely product development, segmentation, positioning, and marketing communications are the keys to success.



## EXPECTED OUTCOME

As an outcome of the simulation exercise, 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, Italian, Lithuanian, Portuguese, Romanian, Russian, Turkish, Mandarin Chinese, and Spanish



## 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 a 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.



**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 SimFirm** is a product based business simulation that integrates the functional areas of production, marketing and logistics.



**Cesim OnService** is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.



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



**Cesim Project** has been designed to capture the essence of project management in a collaborative and competitive environment.

### Industry Specific Simulations

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



**Cesim Hospitality** is an interactive and fun learning environment that improves the participants' business competencies and employability.



**Cesim Bank** facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.



**Cesim SimPower** is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.



**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.

### Custom Business Simulations

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

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