

TEACHING GUIDE BY SUBJECT



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80951**Name of the subject:** International Marketing Management Simulation**GENERAL CHARACTERISTICS****Number of credits****ECTS:** 6.0**Language/s**

Catalan

Spanish

English

Type

Normal

Professor/s

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DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

In the last few years, marketing focus has been changing. Also, considering the new digital era, the way students learn, behave and interact is also evolving. This situation forces educators and companies to use new interactive ways to educate and train their students and employees. Simulation games have been widely used as educational tools, not just for pilots or soldiers, but also in colleges and businesses. Simulation Games require players to construct hypotheses, solve problems, develop strategies and tactics, adapt their strategies, cooperate and compete in turbulent environments. Gamers must also be able to perform several different tasks, evaluate risks and make quick decisions. Playing games is, thus, an ideal form of preparation for the workplace of the 21st century, as some forward-thinking firms and universities are already starting to realise. During this course students will put in practice their theoretical knowledges about marketing management by participating in an online business simulation game.

COMPETENCIES

- Customer focus: The student should be able to be aware of customer needs or demands by recognizing, identifying and satisfying those needs (CT3)
- Ethical, social and environmental responsibility: The student should be able to identify and face any ethical or social responsibility dilemma in the global market by applying personal ethics and organizational values (CT4).

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- B2 English level or equivalent required (i. e. TOEFL 80).

CONTENTS

- Introduction to games and simulations
- Online business simulation games in Marketing
- Introduction to the software
- Taking decisions: Strategies, tactics and process to decision making
- Performance review
- Developing and presenting marketing reports

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	0,6	CT3, CT4
Practical sessions (exercises, case resolution)	1,6	CT3, CT4
Assignments by Students	1,4	CT3, CT4
Seminars or tutorials	0	
Personal study activities	1,8	CT3, CT4
Assessment sessions	0,6	CT3, CT4
Internship in Company	0	
TOTAL		

EXPLANATION OF TEACHING METHODOLOGY

The teaching methodology used in the course is based on the combination of various learning activities. The sessions of the course will combine theoretical sessions with practical parts. Thus, three types of interactions will be developed in the classroom: 1) Dynamic exhibitions based on theoretical presentations; 2) Dynamic demonstration in which the teacher shows how to perform tasks or solve problems and 3) active dynamics in which students will face practical cases and solving problems. Active dynamics will be carried out both individually and in groups. In these activities students should solve problems, cases or perform information search activities. The most relevant active dynamic will be the utilization of an online marketing simulation game where students will put in practice the theoretical knowledge learned during the Master. To facilitate the study of the subject teachers will make available to students all documents, notes, problems, cases and other learning resources necessary for efficient learning.

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	30%	CT3, CT4
Partial exams	10%	CT3, CT4
Following up activities	40%	CT3, CT4
Homework and presentations	20%	CT3, CT4
Experimental work or fieldwork		
Projects		
Evaluation of the company or institution		
Participation		

LEARNING OUTCOMES

As a results of the acquisition of the subject's competences, the students will be able to:

- Understand how international companies are managed
- Identify and evaluate how micro and macro environmental variables affect business performance in international contexts
- Identify the variables that affect business sales in an international environment
- Understand how to adapt the marketing mix in different international contexts

EVALUATION

The evaluation of the subject will comprise the qualifications obtained in a partial exam (10%), the follow-up activities (40%), the teamwork and presentations (20%) and a final exam (30%). Regarding the partial exams, 1 quizz will be made to evaluate the acquisition of theoretical knowledge. By the end of the semester, a final exam will be made to evaluate practical and theoretical knowledge acquisition. Regarding the follow up activities, practices and exercises on a maximum of 10 points will be assessed. In this sense, it is essential the student's attendance to class to evaluate such activities. Failure to attend class implies a grade of 0 in that activity. In relation to the work and presentations, students will develop a teamwork that will be orally presented by the end of the semester. In the ordinary call of July, the student must pass an exam which represents 100% of the total evaluation. To overcome this call the student must achieve a score of 5 or higher.

EVALUATION OF COMPETENCIES

- The assessment of the CT3 competence is performed through a tool in which various criteria are evaluated. Specifically each criterion receives a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations. It involves using: first, a business simulation game where students had to deal with the marketing strategy of a company selling electronic goods. And second a business case entitled “The customer’s revenge”.
- The assessment of the CT4 competence is performed through a tool in which various criteria are evaluated. Specifically each criterion receives a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations. To assess the competence an online business simulation game is employed. Students work in international groups that were in charge of selling electronic products and can add different CSR criteria to their decisions. By the end of the semester the students had to elaborate and present a dossier where they had to explain their strategies during the game and its success or failure in different international markets. Besides, a business case entitled “The pink tax” will be developed.

BIBLIOGRAPHY

Bibliography

- Manual del juego de simulación (2016). Materiales propios.
- Krishna, A. (2016). The Pink Tax: Gender and other price discrimination factors, Harvard Publishing.
- Ariely, D. (2007). The Customer's Revenge, Harvard Publishing.

DOCUMENT RECORD

PREVIOUS CHANGES

LAST REVISION

Jorge Matute Vallejo, September 2017

Cuando usted pulse ‘VALIDAR’ se confirmará que la ficha que está visualizando es correcta para el curso actual.

Validar, Actualizada para este curso

Cerrar