



INTERNATIONAL MARKETING SIMULATION (IMS) 040882/1 – 4 ECTS SS 2022

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ss-2022>

Instructor

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Course Objectives

The objective of this strategy simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions. After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing, thus complementing the knowledge gained from the International Marketing Management 1 course.

Prerequisites

Completion of the courses International Marketing Management 1 is highly recommended. Erasmus students must have successfully completed at least one marketing course at their home university. To be able to attend the course they must hand in a relevant transcript/certificate by March 6th, 2022.

Course Policies

The course will be held in English. As the course has “prüfungsimmanenten Charakter”, attendance is compulsory throughout the semester also throughout the presentation block (see also Admission and Attendance Policies on our homepage); more than *three* absences will *automatically* result in a “failed” grade.

Students wishing to take this course must register via u:space during the registration period. The maximum number of participants is 50. By registering for this course you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, etc.). Registered students who, for whatever reason, are not able to take the

course must **de-register electronically by 14th March 2022**. Students who decide to drop the course after this deadline will be graded with 5 (failed).

Each participant will have to **pay an amount of € 50 for the required software until the session on 4th May 2022**. For the corona semester the payment process is outsourced online. Please go to <https://elopage.com/s/sichtmann/international-marketing-strategy-simulation-spring-2022/payment> in order to pay. **IMPORTANT:** Please put in an Austrian address for the payment process. If you do not have one – please put in the address of the Institute (Oskar-Morgenstern-Platz 1, 1090 Wien). Please note that **you cannot participate in the course without buying the software! Later payments are not possible!** Moreover, this amount cannot be refunded for students subsequently dropping the course! I will check before we do start on May 4th whether you have paid the fee. You do not have to provide me a proof.

It is absolutely essential that all registered students read the provided material for the course.

Teaching Method

The course involves a combination of discussion sessions and presentations, placing particular emphasis on student participation. **All students must come prepared to all sessions. This is an integral part of the course and the material covered is relevant for further advancement in the simulation game.**

You do assign yourself to a group on moodle!

Schedule

The course will take place on the following dates:

Monday, 07.03.2022, 11:30-13:00: online session – Introduction Video

Monday, 21.03.2022, 11:30-13:00: online session – Webinar (login details available on moodle)

Wednesday, 04.05.2022, 09:45-14:45: online session – Webinar (login details available on moodle)

Wednesday, 11.05.2022, 09:45-14:45: online session – Webinar (login details available on moodle)

Wednesday, 18.05.2022, 09:45-14:45: online session – Webinar (login details available on moodle)

Wednesday, 25.05.2022, 09:45-14:45: online session – Webinar (login details available on moodle)

The course will be completely online. You will be sent to online breakout rooms for the group work.

Session	Date	Topic	Preparation for Session
1	07/03	Introduction (incl. administration)	
2	21/03	Test drive	Read manual + try out demo
3	04/05	Decision rounds 1-2: market entry & build market share	<i>Submit country attractiveness report</i> Complete rounds 1 + 2
4	11/05	Decision rounds 3-4: become profitable	Complete rounds 3 + 4
5	18/05	Decision rounds 5-6: Maximize margins	Complete rounds 5 + 6
6	25/05	Decision rounds 7-8: Maximize margins	<i>Final presentation</i> Complete rounds 7 + 8

Assessment

Performance in the course will be assessed as follows:

Individual grades:

- Self-Reflection Report 30%

Team grades:

- Overall Performance in Simulation 30%*
- Country Attractiveness Report 20%*
- Final Presentation 20%*

The simulation game is played in groups of about 3-4 students. Preparation of the country attractiveness report, the game itself and the final presentation are done with the respective groups. (further details will be given in the Introduction/Vorbesprechung session!).

NOTE: We will conduct a peer rating to minimize team free-riding. For this peer rating, each team member will evaluate the performance of all other team members. If a student receives a *consistently* low group evaluation this will be negatively reflected in his/her team grade. The opposite can also occur, i.e., excellence will be rewarded as well.

A minimum of 50 percent of the overall points on total needs to be attained to pass the course. The grading system looks as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1. **Students who fail must repeat the entire course** (and must register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

Course-specific Materials

Country Manager manual & software (<http://www.interpretive.com>)

Recommended Literature

McDonald M. and Wilson, H. (2016), *Marketing Plans*, 8th edition, John Wiley & Sohns (ISBN-13: 978-1119217138).

Doole, I., Lowe, R. and Kenyon, A. (2019), *International Marketing Strategy*, 8th edition, London, Cengage Learning EMEA (Print ISBN: 9781473758742).

Hollensen S. (2020): *Global Marketing*, 8th edition, Prentice Hall. (ISBN-13: 9781292251806).

Kotabe, M. and Helsen, K. (2016), *Global Marketing Management*, 7th edition, NJ, John Wiley and Sons (ISBN: 978-1-119-29871-7).

Further information can be found on moodle!