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THE MARKETING MANAGEMENT SIMULATION

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ABSTRACT

The Marketing Management Simulation (MMS) is a new edition of a simulation game originally entitled LAPTOP: A Marketing Simulation (Faria and Dickinson 1987) published by Richard D. Irwin, Inc. MMS is designed for use in principles of marketing and marketing management courses. The new edition will be demonstrated and participants will be given a hands-on opportunity to play and run the simulation.

THE DEMONSTRATION

The purpose of the demonstration is to discuss and illustrate the use of the MMS software package. The simulation is completely menu driven and extremely user friendly. The demonstration will include: (1) a discussion of the courses in which the simulation can best be used; (2) a discussion of the use of this simulation in management training programs; (3) a view of the complete marketing strategy planning capabilities of the simulation; (4) a live demonstration of the software package; (5) an overview of the students' and instructors' manuals; (6) hands-on involvement of the participants in a decision round and simulation run; and (7) questions and further discussion.

MMS DESCRIPTION

MMS is a marketing management simulation designed for use in introductory marketing courses as well as in executive training programs. MMS has been extensively tested with its first edition in use at over 90 universities and ongoing testing of the second edition.

Participants in the MMS simulation take on the roles of the top marketing managers for a medium sized manufacturer of notebook computers. In this role, the participants are expected to formulate the entire marketing programs for their companies. The software package can handle any number of participants, companies, and industries. The participant's manual is extremely easy to read and describes many general marketing strategy and decision-making concepts in addition to the explanation of the competition.

The thirty-six decision areas of the simulation include pricing decisions, advertising and sales promotion decisions, sales forecasts and shipping requests, co-operative advertising programs, R&D expenditures, and sales force size, allocation and payment decisions. In addition, twelve separate marketing research studies may be purchased.

DISTINGUISHING FEATURES OF MMS

The Marketing Management Simulation has many distinguishing characteristics including: (1) extremely easy to use, completely menu-driven, software with detailed documentation in the instructor's manual; (2) ability to use with any number of participants; (3) extensively tested and refined; (4) a realistic marketplace environment with state-of-the-art computer products and current industry data; (5) the student's manual contains detailed marketing strategy and planning pointers in addition to the simulation description (the discussion material can be conveniently skipped for quick reading); (6) decision entry via either decision forms or decision diskette; (7) detailed participant feedback that can be returned either as printed, hard-copy or on the decision entry diskette; (8) instructor option to set the importance of all decision-making parameters in the competition; (9) instructor option to set the relative importance of the marketplace and competitor environment as an influence on the success of participant strategies (this feature is unique to MMS across all existing marketing simulations); (10) the ability to differentiate the environment of every competing industry; and (11) ability to run MMS for any number of decision periods.

EQUIPMENT REQUIREMENTS

MMS can be run on any IBM or IBM compatible personal computer containing a minimum of 640K RAM. With use of the student decision diskette, a floppy disk drive is required.

AVAILABILITY

MMS is currently available from
The Simulation Source,
P.O. Box 32144,
Detroit, MI, 48232-0144
or by calling (519) 253-4232,
Ext. 3101 or Ext. 3104.