

**Developments in Business Simulation & Experiential Learning, Volume 27, 2000**  
**THE MARKETING MANAGEMENT EXPERIENCE™**

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**ABSTRACT**

*The Marketing Management Experience™* is a modern marketing management simulation game, running on the Windows 98 operating system platform. This paper and the accompanying demonstration highlight both the substantive content of the *MME* and its learning-friendly and user-friendly features.

**INTRODUCTION**

*The Marketing Management Experience (MME)* is the inaugural game in a suite of new and innovative business simulations. It is specifically designed for pick-it-up-and-run venues, namely introductory-level marketing courses and executive development programs. Several tutorials included as appendices to the *Manager's Position Description* present fundamental principles of marketing management to serve as a ready reference for participants.

Competition in the *MME* is on the basis of one simulation company, managed by one participant or a team of participants, competing against other companies. Companies are grouped into industries, with only companies within a given industry competing against each other. While the effectiveness of one company's marketing strategy is *partially* relative to the strategies of competing companies, the game is not zero-sum. Total industry sales and potential profits across all companies may change as a function of the collective strategies of the companies comprising the industry; i.e., the pie expands and contracts.

Participants assume responsibility for the entire marketing strategy for a manufacturer of digital cameras, both still and video. The strategy

decision mix encompasses all of the traditional marketing strategy areas of price, product, promotion, and distribution.

Decisions are not limited to mere indexes nor strictly to dollar amounts. In addition to dollar allocations, decisions include menus for advertising messages and sales promotion types plus numbers of discount, department, and specialty store retail outlets. Additional enhancements of the qualitative dimension of the experience are the factors of sales force morale and sales force experience that influence company performance, plus two consumer behavior types of research noted below.

**Foreign Adaptability**

A major innovation of the *MME* is its adaptability for use in foreign countries. Students and managers in foreign countries may not find the scale, market environment, price levels, and currency of the United States relevant or meaningful. Accordingly, the *MME* software is presently configured for the United States (population 273.8 million), Canada (population 30.0 million, C\$1=US\$0.67), and Hong Kong (population 6.8 million, HK\$1=US\$0.12), and its software architecture is designed to accommodate additional countries with only the specification of appropriate structural parameters.

**THE MME MARKET**

The *MME* market comprises two distinct regions. The regions are defined and described in the *Manager's Position Description* based on current census data and other sources. Enriching these basic demographic data are real VALS-type characteristics and real media behavior characteristics, both presented in the formats of well-known real-world

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research suppliers.

Among the marketing research reports available are two using primary research in the regions and incorporating fundamental marketing concepts: brand loyalty and the hierarchy of effects of promotion.

Combined with the two products, still and video digital cameras, participants may formulate strategies for four different region-product segments.

administrator keying the decisions into the computer. Results in this mode are in the form of printed output which is returned to participants. Alternatively, participants may submit their decisions via the Internet and, in this mode, also obtain their results via the net. A feature of the *MME* software allows the administrator to attach specific messages to selected companies' results

### THE *MME* STRATEGY DECISION MIX

#### By Region-Product Segment

Price  
Broadcast advertising dollars  
Broadcast advertising message  
Print advertising dollars  
Print advertising message  
Trade advertising dollars  
Trade advertising message  
Sales promotion type  
Orders for inventory

#### Company-Wide

Cooperative advertising  
sales force salary

#### By Region

Number of discount stores  
Number of department stores  
Number of specialty stores  
Sales force size

#### By Product

Research and development, i.e., product quality

Sales force commission  
Eleven marketing research reports

### ADMINISTRATION

The *MME* package includes (1) the *Manager's Position Description*, i.e., player's manual, (2) the *Instructor's Manual*, and (3) the *MME* software on compact disc.

The administrator may adjust (1) the potential demand in each of the region-product segments, (2) the balance between the marketplace environment versus competitor strategies determining the effectiveness of strategy, a feature unique to the *MME*, and (3) the relative importances of the strategy mix elements in influencing sales. Participant decisions may be submitted using conventional hand-written decision forms, with the during the competition.

For use by the administrator, the *MME* provides extensive feedback and diagnostic information. This includes traditional sales and profit analyses, specific comparisons of one company's decisions with those of its competitors, breakdowns by region, product, and region-product segment, and more.

*The Marketing Management Experience* is fully menu-driven and operates under Windows 98.

Further information about the *MME* may be obtained at [RealSimulations@aol.com](mailto:RealSimulations@aol.com).