**Attachment 3**

**MKTG 4390**

**Personal Journal Assignment Assessment**

**It is very important for each team member to keep his/her “head in the game” as the team makes strategy decisions for the simulation game.**

**For this reason, the Journal Assignment is an *individual assignment.* Each student must turn in their own account of how the second game went from their own point of view.**

**This assignment is due via email to Dr. Newbold by class time on April 3.**

**Part I: Tracking of Activity. (50 points)**

**84%: Reasonable good job of reporting what was happening wave to wave. The simulation game also kept track of strategic moves**

**In your own way, provide an accounting of what happened from round to round in the Simulation Game. This section of your journal should include the following details:**

1. **Your team’s initial strategy, including:**
   1. **Target**
   2. **Product**
   3. **Price**
   4. **Promotion**
   5. **Distribution**
2. **Key rounds where your team made significant changes to your strategy.**
   1. **What round?**
   2. **What was changed?**
   3. **Why?**
   4. **What was the result of each change?**
3. **Your financial results or outcomes from round to round.**
   1. **What KPIs did your team rely on the most?**
   2. **Why?**
   3. **How did these KPIs change from round to round?**

**Part II: Assessment of Key Competitors (50 points)**

**81%: Again, reasonably good job or being able to identify key competitors and their strategies. However, many teams were late in picking up on the “big picture” competitive dynamics, and some were copying competitor strategies without exactly knowing why they were successful.**

1. **Identify your key competitors for the game.**
   1. **Which teams were your key competitors?**
   2. **Why do you feel they were your key competitors?**
2. **Competitor strategies**
   1. **For each competitor listed in the first section, provide a brief overview of their strategies from the standpoint of:**
      1. **Target,**
      2. **Marketing mix**
      3. **Emphasis and allocation**
3. **Assessment of how well your team competed**
   1. **Discuss the effectiveness of your team’s strategy relative to that of your key competition.** 
      1. **Who was most successful?**
      2. **Why?**

**Part III: Thoughts and Observations (50 points)**

**88%: Parts b, c and d were more a reflection on the game, so hard to “miss”. A significant minority of the individuals did not work with the business model aspects of part a. This is an area for future emphasis.**

1. **Proved a summary of your team’s business model, including a discussion of your gross margin, and net income. How did it evolve over the course of the simulation game?**
2. **Describe the manner in which your team divided up responsibilities and made strategic decisions:**
   1. **What type of data was used? What criteria were used?**
   2. **What do you feel was the best decision your group made? Why?**
   3. **What do you feel was the worst decision your group made? Why?**
3. **What did you enjoy most about playing the simulation game? Why?**
4. **What did you find most frustrating about playing the simulation game? Why?**

**Take-aways:**

1. **Reduce weighting of the actual reporting of what happened, and increase emphasis on the explanation of what was happening to the business model and how this was impacted by strategy.**