**Attachment 4**

**Simulation Game**

**Marketing Strategy Paper Assessment**

**Note: This was a group assignment**

**Executive Summary (75 points)**

**90%: Biggest issue here was teams that forgot to go back and write this section**

1. In a single page, summarize this paper by covering the following:
   1. How your team approached the game
      1. The critical aspects of your targeting, marketing mix, and emphasis and allocation.
   2. The results your team achieved:
      1. Where your team finished with respect to Final Balance
   3. The reasons why your team finished where it did.

**Part I: Segmentation/Targeting/Positioning (100 points)**

**70%: This is an area for improvement. Biggest issue was teams unable to draw up segmentation schemas and perceptual maps.**

* 1. Segmentation: The simulation game does not come right out and offer a segmentation scheme that naturally results in the options offered. Working backwards from the segments offered in the game:
     1. **Develop a segmentation schema** that comprehends the segments of the game.
        1. Identify the two bases
        2. Place the various segments on the schema
        3. Discuss reasons for their placement in the schema.
  2. Targeting: The objective of the second game was to maximize the Final Balance by the end of Turn 12. Discuss how this impacted your choice of target segment:
     1. Set forth the potential criteria for choosing a segment
     2. Discuss the reasons why your team selected the target segment you chose.
     3. Discuss whether or not your selection of target was the best choice, or not. Give reasons why.
  3. Positioning: The game provided some insight into positioning. However, it was limited, and always had price as one dimension. Given your team’s choice of target segment:
     1. **Create a perceptual map** that is different than any provided by the game.
     2. Were there any other teams targeting the same segment?
     3. How was your product positioned in the segment?
     4. Finally, how effective do you feel your positioning was? Why do you say that?

**Part II: Marketing Mix (100 points)**

**89%: Generally good at identifying and labeling strategies**

1. **Product Strategy**
   1. Discuss your product offering in the context of your target segment:
      1. Provide a thorough description of all of its characteristics and features. In what way was it superior or inferior to the products of other firms serving the same segment?
         1. Provide scores from the game to support your case here.
      2. Discuss how your product offering evolved over the course of the game, and why.
      3. Would you consider your product to be a convenience product, shopping product, or specialty product? Give reasons why you feel that way.
2. **Promotion Strategy: Message**
   1. Discuss the **strategic message** for your backpack, and why. In what ways was it superior or inferior to the message of competitors?
      1. Provide scores from the game to support your case here.
   2. Discuss how your message evolved over the course of the game, and why.
3. **Promotion Strategy: Media**
   1. Discuss the **media strategy** for your backpack, and why. In what ways was it superior or inferior to the message of competitors?
      1. Provide scores from the game to support your case here.
   2. Discuss how your media strategy evolved over the course of the game, and why.
4. **Pricing Strategy**
   1. Discuss your pricing strategy in the context of the “Three C’s”
      1. How did you incorporate the customer’s price elasticity into your thinking?
         1. Provide scores from the game to support your assertion here.
      2. How did you incorporate cost information into your thinking about pricing strategy?
         1. **Create a table** comparing your cost position with that of your relevant competition.
      3. How did you incorporate your competitors’ pricing strategies into your thinking about pricing strategy?
   2. Discuss your pricing strategy:
      1. Was it penetration, status quo, or skimming
      2. **Create a table** that shows your pricing relative to the competition to support your assertion above.
   3. Discuss how your pricing strategy evolved over the course of the game.
5. **Distribution Strategy** 
   1. Discuss your distribution strategy from the standpoint of whether it was direct, 1-tier or 2-tier. What was your rationale for choosing each of your distribution partners?
   2. Discuss your distribution strategy from the standpoint of distribution intensity: intensive, selective, or exclusive. Provide reasons.
   3. **Create a table** that shows your effective contribution margin for your backpack in each channel, after the distributors took their cut.
   4. Discuss how your distribution strategy evolved over the course of the game, and why.

**Part III: Emphasis and Allocation (75 Points)**

**81%: Teams had trouble working with game outputs and summarizing in a way that aptly described their strategies and results. Appeared to be a general lack of desire to downstream process game results.**

1. **How You Played the Game**
   1. Discuss the strategic approach your team took to managing the $10,000 budget.
      1. Which part of the marketing mix was emphasized? Why?
      2. From which part of the marketing mix did your team get the best ROI? Provide evidence to support your answer.
2. **Results/ Next Steps**
   1. **Provide a table or chart** that shows how your team performed relative to the competition on the key outcome variable “Final Balance”.
      1. Annotate the table by indicating key developments in the game: either where your team made a strategic shift or a competitor made a strategic shift.
   2. What, if anything, would your team do differently if the game were to be re-played? Why?