MKT 498
StratSim*Marketing* Simulation

The StratSim simulation is a web-based computer simulation that allows players to work in teams competing against each other. Your instructor will send an e-mail on the first day of class with the following info:

1. Your login ID and password
2. The firm you are assigned
3. The names of the other students who are in the same team (firm) as you.

Once you receive this info, go to www.interpretive.com/student and register. You will need the access card code you purchased with your textbook in order to do this. A brief outline on how to register and the key elements of the game can be found on the link "StratSim Outline."

Once you are registered, download the simulation manual from the website and study it carefully. Then, contact the other members of your firm and start thinking about how you want to compete. Each firm will have a separate discussion board (your professor will provide you with the group information) so you can discuss your ideas, strategies, and decisions with your teammates in privacy. This is a competitive game in which you are competing against the other firms; thus, part of the game is to try to anticipate the strategic moves of your competitors.

Schedule
The first decision in the game is a practice run. Essentially, you will make some decisions and then get back the results. ***Decisions are due by 11:59 PM EST/EDT of the specified day*.** You can usually view your results by 9:00 AM the next morning. The practice run is meant to help you become familiar with the website and the different decisions and to get a feel of the market.

The results of the practice decision will remain on the website for two days after which the simulation settings will return to the starting point.

There will be nine rounds (decisions) during the game. The schedule is as follows:

Module 1
- Register for the simulation
- Download manual and study it
- Contact other group members and start thinking about your firm's strategy

Module 2
- Practice run decisions are due by **Tuesday 11:59 PM EST/EDT**
- Simulation is reset to original settings on Friday morning
- Decision #1 is due by **Sunday 11:59 PM EST/EDT**

Module 3
- Decision #2 is due by **Thursday 11:59 PM EST/EDT**
- Decision #3 is due by **Sunday 11:59 PM EST/EDT**

Module 4
- Decision #4 is due by **Thursday 11:59 PM EST/EDT**

Module 5
- Decision #5 is due by **Thursday 11:59 PM EST/EDT**
- Decision #6 is due by **Sunday 11:59 PM EST/EDT**

Module 6
- Decision #7 is due by **Thursday 11:59 PM EST/EDT**
- Decision #8 is due by **Sunday 11:59 PM EST/EDT**

Module 7
- Decision # 9 is due by **Thursday 11:59 PM EST/EDT**

Module 8
- Simulation report is due by **Thursday 11:59 PM EST/EDT** (upload it to Doc Sharing)
- Evaluation of group members is due by **Thursday 11:59 PM EST/EDT** (email to the instructor)

Grading
Your group's grade will be based on (1) your firm's financial performance (15% of the total course grade), and (2) your simulation strategy report (15% of the course grade). The financial performance will be based on your firm's stock price at the end of the game. All firms will start with identical stock prices, products, and financial resources.

CRITERIA / GRADE	MARKET SHARE *(20%)*	NET INCOME *(30%)*	CUSTOMER SATISFACTION *(20%)*	STOCK PRICE *(30%)*
100%	>35%	>$50m	80%	>$50
90%	30% to 34.99%	$10m to $50m	70%	$30 to $50
80%	25% to 29.99%	>$0 to $10m	60%	$20 to $29.99
70%	15% to24.99%	($10m) to$0	50%	$5 to $19.99
60%	<15%	<($10,000,000)	40%	<$5

(**Note**: Metrics represent minimums, and calculated are for all brands. The minimum grade for any category is 60. You must provide feedback to each group for the first three periods.)

Simulation strategy report
Each group will submit a strategy report explaining what your group did during the simulation and why you did it. Specifically, it should include the following elements:

1. Your firm's initial strategy
2. Your decisions for period #1
3. The results of decision #1
4. Your interpretation of the results. (In other words, once you got back the info about your sales, profits, etc., what was your explanation in terms of what went right or wrong?)
5. Adjustments made (if any and to what degree) to your original strategy given the results of period #1

Repeat items 2-5 for all decisions through #9. You do not need to list all decision variables for each decision, only the key ones. You may want to create graphs and charts to display how certain decisions and outcomes changed over time.

At the end of the report you should explain what you would do differently and what you would do exactly the same if you were to play the game again given your current level of knowledge.

Your report will be graded separately from the financial results of your firm. Sometimes, the firm with the best results may end up writing a poor report, and the firm with the lowest stock price may write the best report. Do not underestimate your report!

Once your group finishes the report, one member will upload it to the Doc Sharing section of the course and share it with the entire class. The title of the report should include your group name, for example: “Group A Report.” All students should have access to the other firms’ reports once the game is over so they can learn from their competitors’ insights and strategies. Moreover, in the Module 8 discussion board, each student in the class will provide comments on the strategies of at least two other firms.

Rather than wait until the end of the game to start writing the report, each group is advised to begin compiling the notes from your group discussions. You may want to specifically answer the questions above after each decision to better focus your group discussions. These will serve as the raw material of the report which you can finish with minimum editing once collected in one place.

Group member evaluation
As in all group projects, it is impossible that all members will contribute equally. To avoid a situation in which someone would take advantage of the others’ dedication by slacking off, you **must** provide an evaluation of the other members in your group. Your peer evaluation will be incorporated into your final grade. You should send the instructor an e-mail with the following information:

Your firm letter (A, B, C, D, or E)

	Name	Score
1.	____________	_____
2.	____________	_____
3.	____________	_____
4.	____________	_____

Scores range from 0-4:

4.0 = out-of-this-world performance
3.0 = excellent performance, above expectations
2.0 = adequate performance, met expectations
1.0 = poor performance, did not meet expectations
0 = did nothing

Once all evaluations are submitted, the instructor will calculate the final simulation report grade for each student based on the scores received from their teammates. If an average score equals 2.0 or higher, this indicates the person contributed sufficiently and deserves all points earned in the project. If the score drops below 2.0, then points will be deducted from this person’s simulation grade in proportion to the drop. For example, suppose the total points (on a 100 point scale) for a particular group equals 80. One of the students receives from the other members’ evaluations an average performance score of 1.5. Given that a score of zero earns zero points, and anything over 2.0 earns all points (in this case 80), then a 1.5 is 3/4 of 2.0 and thus the student will receive 60 points (3/4 of the 80 points).

The scores you give your teammates should reflect both the quantity and quality of the work they put in the simulation project. Be as professional and objective as possible in your judgments