



UNIVERSITÀ
DI TRENTO



Jean Monnet
EUROPEAN CENTRE OF EXCELLENCE
UNIVERSITY OF TRENTO

With the support of the
Erasmus+ Programme
of the European Union



Course

Marketing Game: internationalisation and multiculturalism in business management at European and international level.

March 2nd – May 24th, 2021

Streamed Lectures via Zoom, University of Trento

The course is a simulation of Strategic Marketing in an international environment. After some introductory lectures at the home university, students from six European universities met (online) and carried out an intensive one-week programme. The students were formed in teams with no more than one student from the same university (in a few cases this was not possible because there were more students from one university than the teams allowed). In this situation, it was tried to make sure that the students from the same university in a team were of different nationality. The full time interaction among students of different nationalities during a full-immersion demanding programme, sometimes stressful conditions due to the competitive pressure of the simulation, created the ideal situation for the students to learn and understand what multicultural interaction in a business environment means.

02/03/2021 15:30 – 17:30

Streamed Lecture – 1: Introduction to the course.

Contents, structure, exam programme.

17/03/2021 15:30 – 17:30

Streamed Lecture – 2: The simulated environment: available information.

Presenting the environment of the simulation and indicating the information available to the teams on the general business environment and on own company.

23/03/2020 15:00 – 17:00

Streamed Lecture – 3: Market information in the simulation

Market researches and their use.

30/03/2021 15.00 – 17.00

Streamed Lecture – 4: Semantic scales and positioning

Semantic scales and positioning

20/04/2021 10.30 – 12.30

Streamed Lecture – 5: Development of new products in the simulation

Development of new products in the simulation

17/04/2021 12:00 - 14:00

Streamed Lecture – 6: Cultural differences in business

Establishment of the mixed international teams. Guest lecture on cultural differences.

21/04/2021 13.30 – 15.30

Streamed Lecture – 7: Trial round of the simulation

Trial round of the simulation

26/04/2021 16.00 – 18.00

Streamed Lecture – 8: Round 1

Assessment of the trial round and decision making for Round 1.

27/04/2021 09.00 – 11.00

Streamed Lecture - 9 Round 2

Assessment of Round 1 and decision making for Round 2.

27/04/2021 11.30 – 13.30

Streamed Lecture - 10 Round 3

Assessment of Round 2 and decision making for Round 3.

27/04/2021 14.30 – 16.30

Streamed Lecture – 11 Round 4

Assessment of Round 3 and decision making for Round 4.

28/04/2021 09.00 – 11.00

Streamed Lecture - 12 Round 5

Assessment of Round 4 and decision making for Round 5.

28/04/2021 14.30 – 16.30

Streamed Lecture - 13 Round 6

Assessment of Round 5 and decision making for Round 6. (WP2 - prof. Ralf Wagner)

29/04/2021 09.00 – 11.00

Streamed Lecture - 14 Round 7

Assessment of Round 6 and decision making for Round 7. (WP2 - prof. Ralf Wagner)

29/04/2021 11.00 – 13.00

Streamed Lecture - 15 Round 8

Assessment of Round 7 and decision making for Round 8. (WP2 - prof. Ralf Wagner)

29/04/2021 14.30 – 16.30

Streamed Lecture - 16 Round 9

Assessment of Round 8 and decision making for Round 9. (WP2 - prof. Ralf Wagner)

30/04/2021 09.00 – 11.00

Streamed Lecture - 17 Round 10

Assessment of Round 9 and decision making for Round 10. (WP2 - prof. Ralf Wagner)

30/04/2021 13.00 – 15.00

Streamed Lecture - 18 Strategies and results (WP2 - prof. Ralf Wagner)

Discussion of strategies and results teams L, M, N.

30/04/2021 16.00 – 18.00

Streamed Lecture - 19 Strategies and results (cont'd) (WP2 - prof. Ralf Wagner)

Discussion of strategies and results teams R, S, T.

20/05/2021 16.00 – 18.00

Streamed Lecture - 20 Debriefing on the evolution of the simulation: lessons learned. (WP2 - prof. Aude Pommeret)

Decisions, successes, mistakes, lessons learned, industry Hamlet.

24/05/2021 16.00 – 18.00

Streamed Lecture - 21 Debriefing on the evolution of the simulation: lessons learned (cont'd). (WP2 - prof. Aude Pommeret)

Decisions, successes, mistakes, lessons learned, industries Romeo and Juliet.

Contatti

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