

“Strategic and operative marketing in action”

| Wednesday | Thursday | Friday |
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| <p>08.30 Introduction to the business simulation (auditorium)</p> <p>10.00 Organisation of the team work and preparation of decisions for period 1</p> | <p>08.30 Analysis of results from Period 2 (auditorium) Preparation of decisions for period 3</p> <p>10.00 Analysis of results from period 3 (auditorium) Preparation of decisions for period 4</p> | <p>08.30 Analysis of results from Period 5 (auditorium) Preparation of decisions for period 6</p> <p>10.00 Analysis of results from period 6 (auditorium) Preparation of decisions for period 7</p> |
| 12.30 Lunch | 12.30 Lunch | 12h30 Lunch |
| <p>13:30 Lecture: product contribution and marginal contribution</p> <p>14:30 Analysis of results from Period 1 (auditorium) Preparation of decisions for period 2</p> <p>Clarification of objectives and strategies for the remaining years</p> | <p>13.30 Creation of a marketing concept and presentations (auditorium)</p> <p>16.30 Analysis of results from period 4 (auditorium) Preparation of decisions for period 5</p> | <p>13.30 Preparation of team presentations</p> <p>15.00 Team presentations</p> <p>17.00 Simulation wrap up and conclusions</p> |
| 19.00 Dinner | 19.00 Dinner | |
| 20:00 Social Event | 20:00 Senior Management Discussion | |