

STRATX SIMULATION



WHEN

Summer 2024

CREDITS

2

FORMAT

Online Offline

EXTRA

MBA-course

LANGUAGE

English

The course represents a digital marketing simulation game built on the online simulation platform StratX. Simulation has 10 rounds, representing 10 years of the company activity.

It exposes students to a digital marketing toolbox to make reasonable decisions and analyze their influence in time.

It will help entrepreneurs and business leaders to bridge the digital skills gap.

COURSE OBJECTIVES

The main objective of the course is to boost marketing and digital marketing concepts in an engaging and interactive way. It will immerse you in a competitive market environment and demonstrate the impact of the marketing strategy and decisions on the company value, performance and P&L. Join this course if you want to:

- Develop skills in conducting market and competitor analysis using relevant data and tools
- Understand the concepts and principles of digital marketing in a dynamic B2C market environment
- Gain insights into managing both established and emerging markets
- Acquire knowledge and skills in managing a brand portfolio
- Enhance decision-making skills through a competitive game-based learning approach
- Develop teamwork and collaboration abilities through participation in competitive team exercises
- Cultivate critical thinking and problem-solving skills within a simulated market context.

Please visit our website for the most current information

<https://mba.kse.ua/>

COURSE OUTCOMES:

At the end of this course the students should be able to:

- Formulate digital marketing strategy
- Use segmentation and positioning
- Manage brand portfolio
- Utilize market segmentation and positioning techniques to target specific consumer segments with tailored marketing messages
- Employ content marketing strategies to engage and retain customers
- Apply ethical considerations in digital marketing practices, including privacy and consumer protection
- Understand the impact of digital technologies on the marketing landscape and adapt strategies accordingly.

CONTACT INFORMATION

KSE Graduate Business School
Ph +380-067-441-01-11
gbs@kse.org.ua