

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme**

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<b>Course Code</b>	<b>MFT5GEXX23</b>
<b>Course Title</b>	<b>MARKSTRAT Simulation</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Identify the complexities of marketing decision making
2. Relate marketing concepts, tools, and techniques to marketing decisions
3. Solve marketing problems in a competitive environment

**Syllabus**

**Teaching Hours**

<b>Unit I: Introduction</b> <ul style="list-style-type: none"><li>• Introduction to MarkStrat</li></ul>	02
<b>Unit II: Simulation Rounds</b> <ul style="list-style-type: none"><li>• Segmentation, Targeting, Positioning Decisions</li><li>• New product launch Decisions</li><li>• Product Mix Decisions; Distribution Decisions; Pricing Decisions; Sales Force Decisions; Communication Decisions</li><li>• Marketing Plan</li></ul>	10
<b>Unit III: Debriefing</b> <ul style="list-style-type: none"><li>• Debriefing</li></ul>	03

**Suggested Readings:**

1. MARKSTRAT® Online Student Handbook
2. Kotler, P., & Keller, K. L., Marketing Management. New Delhi: Pearson.

w.e.f. Academic Year 2019-20 and onwards.