
Marketing Strategy

Professor: Anna Torres
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Description

This course is based on a game simulation methodology: markstrat.

Markstrat game simulation offers graduate students and professionals a risk-free platform for testing theories and making decisions. Markstrat is designed for learning strategic marketing concepts, such as: Market research; market segmentation; price, product and distribution strategies, as well as R&D, finance, production and HR actions.

From competitive forces to the effects of sales, distribution, R&D and advertising, every aspect is real. Teams get their results at once, and use it to refine their decisions over time.

Each team of 3-6 participants competes against each other to successfully pilot their industrial company over a multi-year period. Because decisions are made over a ten year period, teams are forced to not only plan for short-term profits, but long-term objectives. Since each team's actions directly influence the market, competitive analysis is a must. Competitor actions and reactions, new product launches, sales and distribution strategies all define how teams manage their own product portfolio, R&D projects, positioning, pricing and distribution channels.

Evaluation criteria

- > Class attendance & participation: 30%
- > Final Report (presentation): 20%
- > Performance: 50%

Bio of the professor

Anna Torres is Associate Professor at the Department of Economics and Business at Pompeu Fabra University and Director of the MSc in Management at the UPF-Barcelona School of Management. Previously, she was Assistant Professor at the Universidad Carlos III de Madrid.

Her research interests are in the field of marketing, especially in the areas of branding and preference representation. Her research includes studies on perceptual mapping of brand associations, cross-cultural and corporate social responsibility. Her articles have been published in leading peer-reviewed international journals like International Journal of Research in Marketing, European Journal of Operational Research, Journal of Product Innovation Management, Journal of Business Research, Journal of Service Research and Food Quality and Preference.