

Business Game “INTERNATIONAL MARKETING”

**TERRITORIAL MARKETING IN THE
INTERNATIONAL MARKETS**

**Master Students
“INTERNATIONAL MARKETING”**

DESCRIPTION OF THE GAME

Business game "territorial marketing" is aimed at practical skills development in marketing. This game is a simulation of marketing activities such as product creation for the target audience and development of marketing-mix strategies.

THIS IS A TEAM WORK

The **potential target market** consists of the inhabitants of St. Petersburg (B2C market) as well as of the companies (the B2B market), working in St. Petersburg.

The “product” you are going to introduce to the market is **a country** with its special, unique characteristics.

DESCRIPTION OF THE GAME

THE GOAL OF THE GAME

To create a set of recommendations how to attract tourists from St. Petersburg to the country.

MILESTONES OF BUSINESS GAME:

STEP 1. To conduct a research of St. Petersburg tourism market in order to determine its fundamental characteristics.

RESULTS OF THIS STEP:

- key St. Petersburg tourism market trends;
- state in major market sectors;
- St. Petersburg tourism market dynamics;
- St. Petersburg tourism market capacity;
- most popular touristic destinations;
- competitive advantages and disadvantages of the promoted country (political, economic, socio-cultural, geographical, environmental, national, etc.)

DESCRIPTION OF THE GAME

THE GOAL OF THE GAME

To create a set of recommendations to attract tourists from St. Petersburg to the country.

MILESTONES OF BUSINESS GAMES:

STEP 2. Analyzing St. Petersburg tourism segment structure

RESULTS OF THIS STEP:

- Identification of segmentation criteria (makrosegmentation: B2B and B2C markets);
- Selection of significant segmentation criteria;
- Description of segment profile, choice of target customer segments;
- Description of the characteristics of the target segment (segments), their needs, behavior and consumer expectations.

DESCRIPTION OF THE GAME

THE GOAL OF THE GAME

To Create a set of recommendations to attract tourists from St. Petersburg to the country.

MILESTONES OF BUSINESS GAMES:

STEP 3. To develop a market positioning strategy and product for the chosen segments

RESULTS OF THIS STEP:

- Key positioning attributes for the St. Petersburg tourism services market;
- Description of the main characteristics of product policy (range of proposed services);
- Description of the main characteristics of the pricing policy (price level, discount system, loyalty programs);
- Description of the communication policy and promotion methods, including creation of communication materials.

DESCRIPTION OF THE GAME

RULES OF THE GAME:

- Every team gets a lot with a country.
- This is a team work! The results of the research are presented publicly (Power Point), and contain the results of each step.

THE JURY EVALUATES:

- the quality of the analysis and proposed solutions;
- presentation quality and creativity;
- teamwork - the level of involvement of all team members, team leader motivating influence

TIMING

18.04 (15.50-17.20) – presentation of rules, split into 4 teams playing

18.04. (17.25-18.55) – Start of the game, distribution of tasks, team work on Stage 1

25.04 (15.50-17.20) - individual team consultation, Team 1,2 - one academic hour per team

25.04 (17.25-18.55) - individual team consultation, Team 3, 4 - one academic hour per team

16.05 (15.50-17.20) - individual team consultation, Team 1, 2 - one academic hour per team

16.05 (17.25-18.55) - individual team consultation, Team 3, 4 - one academic hour per team

23.05 (15.50 - 18.55) – the presentation of the project results to the expert jury (English), expert evaluation

30.05 (15.50 - 18.55) - feedback on the results of the game, awarding the winners

TIMING

23.05 (15.50 – 18.55) – the presentation of the project results to the expert jury (English), expert evaluation, the order determined by lot performances

PRESENTATION DAY TIMING:

time	activity
16.00 - 16.15	Team 1 presentation
16.15 – 16.30	answers to the questions
16.35 – 16.50	Team 2 presentation
16. 55 – 17.10	answers to the questions
17.10 – 17.20	break
17.20 – 17.35	Team 3 presentation
17.35 – 17.50	answers to the questions
17.50 – 18.05	Team 4 presentation
18.10 – 18.25	answers to the questions



COUNTRIES:

- Argentina
- Cambodia
- Cuba
- Australia