



TRAINING
INSTITUTE (AG-TI)

markstrat
BY STRATX



WHAT IS MARKSTRAT?

The MARKSTRAT (Marketing Strategy) Simulation is designed to make teaching and learning very practical and also facilitate effective business analysis for all in academia and the corporate world. It is designed for teaching strategic marketing concepts, such as brand portfolio strategy, segmentation and positioning strategies.

MARKSTRAT Simulation was developed through more than 30 years of simulation experience in diverse situations including executive, graduate and undergraduate education. It is thus a very solid, tried and tested training program for teaching marketing strategy at the undergraduate and postgraduate levels as well as for executive programs.

OBJECTIVES OF MARKSTRAT SIMULATIONS:

After successful completion of the program MARKSTRAT Simulation enables participants achieve the following:

- Correction of any discrepancy in the minds of the participant between knowledge of concepts and the internalization of these concepts, and thereby enable the participant to use these concepts when faced with such marketing problems.**
- Sharpen the ability of the participant to strategize for marketing through generation and analysis of alternative strategies and considering the marketing mix as the implementation of the selected strategy rather than the tendency to focus too rapidly on the marketing mix.**
- Eliminate the difficulty the participant may have in putting into use some marketing strategy concepts, such as the market profit ability relationship with short and long term perspectives, experience effects, market portfolios, market segmentation and product positioning, barriers to entry or competitive advantage.**
- Address inadequacy of “static” approaches in giving participants an experience on the role and value of allocation of marketing resources overtime, marketing planning, contingency plans and control of marketing activities.**
- Eliminates the difficulty of illustrating beyond the analysis stage, the use of market research tools, such as perceptual mapping for decision making and monitoring purposes.**
- Augment the lack of appropriate material to teach marketing in executive programs when the participants are much interested in the role of marketing in the design of corporate strategy and corporate plans, than in marketing operations.**

There is clearly a gap between the marketing curriculum and general management courses in business policy or corporate strategy. This gap can be bridged by involving participants in group projects in existing companies or by setting up an operation through which participants may counsel local businesses on marketing issues. The development of a simulation thus provides a natural setting for planning, control, feedback and adaptation of marketing activities.

The Financial Times Global MBA Ranking 2017 shows that twenty-three (23) out of the top thirty (30) business Schools use MARKSTRAT Simulations. Also the Financial Times European MBA Ranking 2016 shows that twenty-five (25) out of the top thirty (30) European Business Schools use MARKSTRAT.

MARKSTRAT has three main versions

- 1) MARKSTRAT B2C – Durable Goods
- 2) MARKSTRAT B2B
- 3) MARKSTRAT B2C – Consumer Goods



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