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students take on the role of a newly appointed CEO tasked with defining and executing a business-to-business (B2B) marketing strategy for a motion capture sensor company. Students will learn how to continuously innovate and implement a marketing strategy in

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a mature market that
will help them
establish and
maintain ...

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measured using
qualitative and
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Offering Single player
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to run, 150–180 to
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Key ingredients for a
successful

performance in the
simulation: (1)

Targeting the right
market segments,
without completely
disregarding other
segments (2) Develop
product based on
customer

specifications without

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over-investing.
Investment should
have proper returns

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The second release of
this simulation adds a

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new scenario with multiple unanticipated events and the ability to add prototypes to the project plan.

Harvard Business Simulation Power And Influence Answers

In this single-player simulation, students define and execute a business-to-business

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Answers
marketing strategy at
a manufacturer for
motors used in
medical devices.

Customers are
divided into market
segments based on
their requirements for
two key motor
performance features
and price. Students
must analyze each
market segment and
decide which new

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Business they want
to acquire while also
considering ...

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The Managing
Segments and
Customers Simulation
is a powerful exercise
that offers the
flexibility to play
individually or in
teams. The simulation

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Business can be conducted asynchronously, outside of the classroom or in a virtual classroom by using tools such as Google Hangouts, Webex, Skype or Zoom.

Using the Marketing Simulation: Managing Segments

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In this single-player simulation, students assume the position of CEO of a medical motor manufacturer and are tasked with executing a successful business-to-business marketing strategy over a period of twelve fiscal quarters. Students determine all aspects

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of the company's go-to-market approach (including sales-force deployment and distribution channel strategy) and associated elements of product policy, including pricing and market positioning of the company's product line to both small and ...

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In this highly interactive simulation, students are tasked with building a customer-centric strategy to drive business growth at Hartnow, a 3D printing company. Equipped

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In this single player
asynchronous
simulation, learners
learn how to efficiently
and effectively

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allocate marketing
resources to increase
market share and firm
profitability. In each
round, participants
adjust resource
allocation in an effort
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