



SimVenture Learning Zone  
**Entry Level Activities *Apprentice-4***  
***Teacher Notes***

1. Research		2. Product Design		3. Pricing		4. Marketing Promotions		5. Taking Control	
Learning Outcome	Create a marketing strategy to raise awareness of your product amongst your potential customers							Group Size	2/3/4
								Length	15mins+

**Introduce the activity**

This activity requires the learners to use *Marketing Promotions* in order to generate enquiries for an already well-designed product.

**Load the game – *Apprentice-4***

**Share the brief**

Direct the students to the *Game* menu button and ask them to select *View Scenario Briefing*. The briefing explains the tasks that they need to complete and the outcomes they can achieve if they are successful. It can be accessed at any time during the scenario for reference. Explain that the scenario runs for 6 months but that they can reload the scenario and start again if they experience major problems and time permits.

**Activity**

**Background Information**

All the elements already covered in the previous activities are taken care of in this scenario leaving the learners to use Selling Points and Marketing Promotions to raise awareness of the product in the market place and generate enquiries within the simulation. Simply running the months without any actions will demonstrate to the learners that enquiries will remain in single figures in the absence of a sustained campaign of promotions. They will also see however, that the conversion rates are excellent in that every enquiry leads to an order. This demonstrates that the product design and price present a very attractive offer to potential customers.

**Outcomes**

At the end of the activity each individual/group will be able to see the impact of their decisions and varying degrees of success. Conducting Customer Research in December will also give them an indication of how effective the different elements of their campaign have been.

Once the activity is complete you could discuss the strategies applied and consider the most cost effective approach amongst the group. Resource Sheet A4-1 provides space for learners to record their marketing strategy.

Resources	Essential	Scenario: <i>Apprentice 4</i>	Optional	Resource Sheet: <i>A4-1</i>
-----------	-----------	-------------------------------	----------	-----------------------------

SimVenture *Learning Zone*  
**Entry Level Activities *Apprentice-4***

*Apprentice 4 – Resource Sheet 1*

Use the tables below to plan/record the impact of your decisions as you try different Marketing Promotion strategies.

6 Month Marketing Plan					
July	August	September	October	November	December
Marketing Promotions					
<i>Adv</i>	<i>Adv</i>	<i>Adv</i>	<i>Adv</i>	<i>Adv</i>	<i>Adv</i>
<i>DM</i>	<i>DM</i>	<i>DM</i>	<i>DM</i>	<i>DM</i>	<i>DM</i>
<i>PR</i>	<i>PR</i>	<i>PR</i>	<i>PR</i>	<i>PR</i>	<i>PR</i>
<i>Net</i>	<i>Net</i>	<i>Net</i>	<i>Net</i>	<i>Net</i>	<i>Net</i>
<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Web</i>	<i>Web</i>
<i>Exh</i>	<i>Exh</i>	<i>Exh</i>	<i>Exh</i>	<i>Exh</i>	<i>Exh</i>
Enquiries					
Orders					
Sales					
Profit/Loss					