

## **Marketing simulation as rehearsal for real world employability**

The need to endow marketing and business management graduates with skills relevant to employability continues to grow in importance. Graduates are entering an ever more competitive world competing on a global basis for the best jobs. Hence the need for universities to seek to equip graduates with as many value-added attributes as possible to permit students to differentiate themselves in terms of employability.

All students spend significant time in class learning concepts, theories and frameworks to aid them in their chosen field. However, it can be argued that it is only through the application of these that real depth of understanding and appreciation of the implications and impact of chosen strategies can be gained.

It is unlikely that early career graduates will be in sufficiently senior roles to make strategic decisions and hence be able to develop this depth of knowledge. This gap can be filled through the use of simulation packages which offer the opportunity for students to fulfil the role of senior marketing managers, taking key decisions based on realistic market intelligence. This workshop reports on the use of such a simulation package in Level 6 of a range of Marketing and Business and Management degrees with the intention that it allows the students to consolidate their learning through use of the simulation package. The module consisted of four distinct elements being (a) pre-simulation group selection, leadership and decision-making (b) taught element of the strategic marketing syllabus (c) the weekly simulation process of marketing intelligence analysis, evaluation of results and decision making and (d) a final reflective element.

The tutors will introduce the rationale for use of the package, its mode of implementation and focus on elements a to c including demonstrating some of the key learning and teaching elements of the simulation package.

### **Fiona Syson**

Senior Lecturer  
Edge Hill University

### **John Mercer**

Associate Director of the Business School  
Edge Hill University