

# **MDP REPORT ON UNDERSTANDING STRATEGIC MARKETING THROUGH SIMULATION 11<sup>TH</sup> TO 13<sup>TH</sup> OCTOBER 2018**

The MDP on Understanding Strategic Marketing through Simulation was conducted in the SFIMAR Campus on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> of October 2018. The trainer for the simulation was Prof Dr. G Ramesh and the venue for the same was Lab 303

This MDP was a first of its kind initiative in the history of St Francis Institute of Management & Research as the Trainer of the Program was an in-house faculty i.e. Prof Dr. G Ramesh., departing from the tradition of relying on an external resource person for conducting MDP's. This is a new initiative from the Institute under the able guidance of our Chairman Bro Alphonse Nesamony. The entire initiative from planning to marketing of the MDP was spearheaded by Dr. Mohan Mathew and Dr. G Ramesh with able guidance from other MDP coordinators.

The participants for the MDP ranged from corporate participants to academicians. The entire MDP was conducted from a simulation point of view which was run on computer systems through a simulated software called Marketplace. The simulation takes the marketing decisions to a higher level. There are more market segments, brand and advertising options, sales outlets and market reports. It includes more resource planning and advanced marketing techniques such as brand promotions and sales force incentives. This gives the participants a real world experience required to thrive in the corporate world.

All the participants appreciated the MDP program and considered it as a highly productive learning experience.

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***PARTICIPANTS OF THE MDP PROGRAM 2018***

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***MDP PARTICIPANTS IN A SIMULATION EXERCISE***

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***MDP PARTICIPANTS WINNING THE AMAZON.COM AWARD - FOR  
THE BEST MARKET PERFORMANCE***

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***MDP PARTICIPANTS WINNING THE PHOENIX AWARD - FOR THE  
TEAM THAT AROSE MOST IMPRESSIVELY FROM THE ASHES***

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***MDP PARTICIPANTS WINNING THE SERVICE WITH A SMILE  
AWARD - FOR THE HIGHEST MARKETING EFFECTIVENESS***

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***MDP PARTICIPANTS WINNING THE APPLE AWARD - FOR THE  
BEST AD JUDGMENT***