



by



Conquer the Market® Booklet for Academics/Employers



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1.INTRODUCTION TO CONQUER THE MARKET®

1.1.INTRODUCTION

We will keep it simple for you; We are not trying to increase your workload with our simulation. Therefore, unlike other marketing simulations, you do not need to read a hundred pages before you become able to utilise our simulations.

This booklet is an excellent example of that. Because you do not have to read our booklet to successfully incorporate our simulation into your class/course/training program/assessment process. Even if you stop reading now, the effectiveness and the efficiency of Conquer the Market® will be the same for you and your students/employees/candidates.

However, if you would like to learn how our simulation works, please keep reading.

1.2.WHICH FIELDS DOES IT INCLUDE?

In Conquer the Market®, there are decisions related to various subcategories of marketing and related fields, such as:

- Brand Management
- Channel Marketing
- Digital Marketing
- Event Management
- Marketing Analytics
- Marketing Communications
- Marketing Management
- Marketing Metrics
- Market Research

- Marketing Research
- Negotiation Analysis
- New Product Development
- POP Management
- Product Management
- Social Media Management
- Statistics for Marketing
- Strategic Marketing
- Time and Budget Management
- Trade Marketing

Conquer the Market® is a complete marketing suite for your courses and a perfect technical assessment/training tool for companies.

1.3.DECISIONS TO BE MADE IN THE SIMULATION

For each iteration, there are 82 decisions to be made in Conquer the Market® by its participants. Some of these decisions require quantitative and the others qualitative analyses. Please find below all the decisions to be made annually, divided into stages:

Market Research: Participants are expected to select from the marketing research options available which they believe would be the most useful in creating/altering the strategy of their product (6 different decisions, 25 different research).

Shaping the Product: Firm name, product name, target segment, new product taste research, colour, new technology, flavour, ingredients, sustainability, competitive intelligence report.

Marketing Plan: PESTEL analysis, 3C analysis, SWOT analysis, target market, positioning statement, penetration by outlet type, prelaunch activities, postlaunch activities, POP materials, event sponsorships, advertisements, social media management, brand associations to be promoted, price, and sales forecast.

Based on the participant's decisions, the simulation calculates various marketing metrics for the marketing campaign. Please note that as the employer/academic, you have the option to enable or disable

the calculation of these metrics using the "Settings" page, which can be accessed through the academic/employer account we will provide to you. The metrics calculated include **ROMI, Share of Voice, Churn, PAR, BAR, CLTV, CSAT (for each customer segment), IRR (for each marketing activity), Acquisition Cost (for each marketing activity), Payback Period (for each marketing activity).**

1.4.EXPECTATIONS FROM PARTICIPANTS

Participants of Conquer the Market® are expected to read the Appendix (which can be accessed using the side menu in the simulation) and the information given on the simulation pages before making their decisions. Everything they need to do, and all the information they need, can be found in the Appendix and on the pages. It is crucial that participants read the necessary information before they start the simulation. Otherwise, their experience of Conquer the Market® will not be as satisfying as participants who read and analyse the information. In addition, they will have put their team at a disadvantage. For more information, please visit section [3.1.Course/Class/Training Program/Assessment Process Integration.](#)

1.5.EXPECTATIONS FROM ACADEMICS/EMPLOYERS

It would be beneficial to encourage your students/participants to read the Appendix and the information provided on the simulation pages using the preparation account before they begin the simulation. If you have the time, we suggest reviewing this information yourself as well. It contains detailed instructions on how participants will navigate through Conquer the Market® Marketing Simulation, which will aid in their understanding and successful participation.

Other than that, we have no expectations from academics/employers. We will be continuously available while the simulation session stays active and provide you with 24/7 support.

1.6.PREPARATION ACCOUNT

Unless you tell us otherwise, your students/people who will participate in the simulation will be given access to a preparation account for Conquer the Market® to familiarise themselves with the dynamics of the simulation and inspect its contents. The data and the decisions in the preparation account have been taken from a real session with actual participants. The participants will be able to browse through all the stages, the charts and the graphs except for market research results. However, please note that they will not be able to make decisions using the preparation account.

1.7.SUPPORT

Please do not hesitate to contact us if you cannot find what you are looking for in this booklet. We will do our best to clarify any question marks you may have in your mind.

Please keep in mind that we offer 24/7 support. You can reach us via phone, [e-mail](#), or text for all your questions. Our phone numbers, where you can contact us, will be shared with you as soon as the session for your class/course/company gets set up.

1.8.LIVE DISCUSSION

We offer optional **live discussion sessions** during and/or after a session. We answer all questions participants have in their minds after they complete the simulation or a round.

This is our primary point of difference.

Conquer the Market® Marketing Simulation is a comprehensive marketing simulation. It offers its participants an experience that gets as close to managing a real-life marketing department as possible. For their experience to assist them in becoming more qualified marketing professionals, we offer feedback via live discussion sessions. We believe that when they understand the reasoning behind their results, they can easily and fully grasp how marketing theories can be utilised in real life.

Our experience so far has demonstrated that live discussion sessions tremendously help participants to create an intellectual bridge between theory and practice. After they participate in our live discussion sessions, it becomes much easier for them to understand how academic marketing theories can be used in real life to help a marketing department operate with higher efficiency, effectiveness and efficacy.

You will have the chance to analyse the strategies and the results of all the participants in your session using the academic/employer account we will provide. Therefore, you are welcome to participate in the live discussion sessions. We can manage the sessions by ourselves or do them together. It is entirely up to you.

2. CONQUER THE MARKET® ACADEMIC/EMPLOYER ACCOUNT

2.1.HOW TO LOG IN

To log in to the simulation, please go to www.marcadesimulations.com, and then click on the “Conquer the Market®” logo, as shown below:



After you click on the logo, you will see the login page. Please click the “Login” button and enter your username and password. Please note that your username and password are case-sensitive.

Welcome to Marcade Conquer the Market® Online Marketing Simulation

If you are a participant or an employer/professor in a Marcade Simulation, please

Register

or

Login

If you are not an employer/professor or a participant with access to any Marcade Simulations yet, please [visit our website](#) for more information.

Marcade Marketing Simulations Login

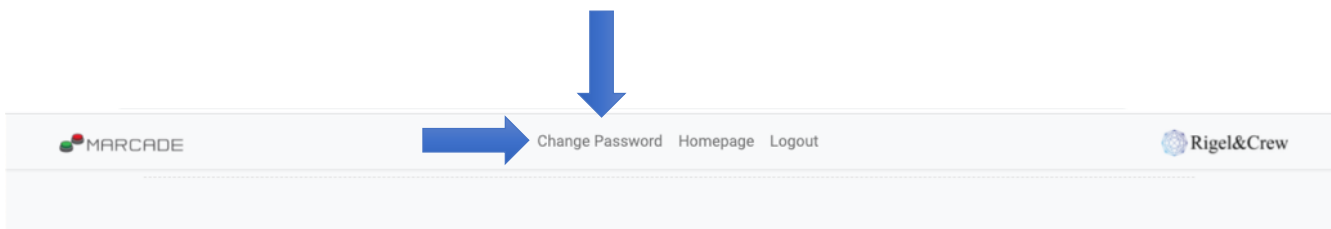
Username:

Password:

Login

If you forgot your username or password, please [click here to contact us](#).

If you would like to change your password, please click on the “Change Password” link in the top menu after logging in to your account.



2.2.INTERFACE

2.2.1.ACTIVE SESSIONS PAGE

The first page you see after logging in to the simulation shows the details of the active/passive sessions and the dates between which the simulation for each session will remain active. Please click on the name of the session to see the results of the participants in it.

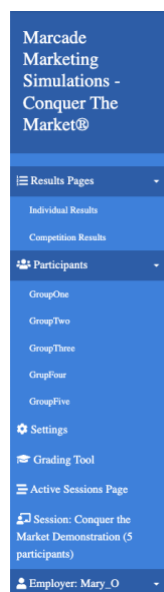
Welcome to Conquer the Market® Online Marketing Simulation

Dear Mary_O, please find below the list of your sessions. Please click on the link of an active session you would like to join. If you think there is a mistake, please [visit our website](#) and contact us.

If you would like to change your password, please click on the "Change Password" link in the top menu.

Active Sessions		
Session Name	Starts	Ends
Conquer the Market Demonstration (5 participants)	June 9, 2021, 9 a.m. (CET/CEST)	June 30, 2026, 2 p.m. (CET/CEST)

You will be directed to the results page when you click on the session of your choice. On this page, you can see a sidebar on the left-hand side of the screen. The sidebar includes all the necessary links.



- Marcade Marketing Simulations - Conquer The Market®
- ☰ Results Pages ▾
 - Individual Results
 - Competition Results
- 👤 Participants ▾
 - GroupOne
 - GroupTwo
 - GroupThree
 - GroupFour
 - GroupFive
- ⚙ Settings
- 🛠 Grading Tool
- ☰ Active Sessions Page
- 📄 Session: Conquer the Market Demonstration (5 participants)
- 👤 Employer: Mary_O ▾

2.2.2.INDIVIDUAL RESULTS

Please click on the 'Results Pages' link to expand the menu. You can then select the 'Individual Results' link to access detailed strategies and results of all participants.

Individual Results for GroupOne



Time Spent	Budget Spent	Total Score	
32 weeks	25,999,999 BTP	229.7	
Time Left	Budget Left		
20 weeks	0 BTP		
Total Sales Forecast for Stream	Total Sales Realisation for Stream		
1,300 HL	119,441 HL		
Stream Market Share	Stream EBIT	Stream Profit per Unit	Stream Profit per HL
18.90%	49,879,878 BTP	1.58 BTP	417.61 BTP

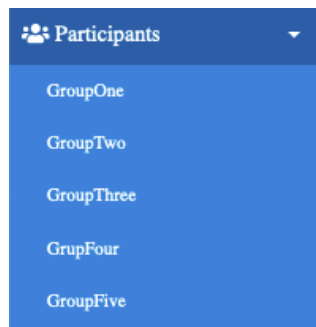
2.2.3.COMPETITION RESULTS

If you click on the "Competition Results" link, you can access the various overall results and compare the performance of the participants.

Participant	New Product Market Share	New Product EBIT	New Product Profit per Unit	New Product Profit per HL	Total Sales Forecast	Total Sales Realisation	CSAT (Target Segment)	Total Score
GroupOne	4.26%	7,887,859 BTP	1.70 BTP	515.55 BTP	0 HL	26,937 HL	41.32%	134.2
GroupTwo	7.46%	10,540,772 BTP	0.74 BTP	223.68 BTP	129,200 HL	47,123 HL	53.59%	173.1
GroupThree	6.41%	6,084,573 BTP	0.74 BTP	223.68 BTP	149,001 HL	40,483 HL	35.48%	165.4
GroupFour	4.25%	36,331,967 BTP	4.47 BTP	1,353.83 BTP	29,292 HL	26,836 HL	42.44%	169.6
GroupFive	1.93%	20,838,587 BTP	3.66 BTP	1,831.37 BTP	11,904 HL	12,381 HL	95.76%	213.1
GroupSix	3.43%	4,521,221 BTP	1.04 BTP	208.35 BTP	0 HL	21,700 HL	99.72%	258.3
Participant	ROMI	Total Share of Voice (Excluding Spirit Brothers and Moders)	Churn	PAR	BAR	CLTV		
GroupOne	27.20%	6.55%	31.61%	11.30%	7.06%	3.68 BTP		
GroupTwo	40.54%	8.93%	6.37%	22.16%	13.83%	10.86 BTP		
GroupThree	22.14%	12.76%	14.67%	11.79%	7.36%	4.29 BTP		
GroupFour	145.33%	18.74%	33.22%	34.68%	34.56%	8.98 BTP		
GroupFive	77.95%	28.42%	11.54%	39.69%	24.78%	28.07 BTP		
GroupSix	17.46%	24.59%	5.14%	58.30%	36.39%	19.22 BTP		

2.2.4.PARTICIPANT RESULTS

Please click on the “Participants” link to expand the menu. You will see the names of all the participants in the session. Please click on the name of the participant of whom you would like to access annual results and decisions.



2.2.5.GRADING/ASSESSMENT TOOL

We offer an integrated grading/performance assessment tool with three difficulty alternatives (Easy-Medium-Hard). It is up to you whether to utilise our tool or not. However, all academics/employers who have incorporated our simulations into their curricula/training programs have used our grading/assessment tool. The feedback we have received so far regarding the grading/assessment tool is overwhelmingly positive. Therefore, we recommend using our grading/assessment tool to evaluate your students/employees/candidates. We also encourage academics to award extra points to students/groups that demonstrate superior teamwork skills.

Please click on the “Grading Tool” link on the sidebar to access the grading tool. Once you go to the grading tool page, you can click on the “Grading Difficulty” link to expand the menu and select the difficulty level according to which you would like to grade/assess the participants.



2.2.6.SETTINGS

This page allows you to modify the simulation settings. You can enable or disable the automatic feedback feature, adjust the weights assigned to different variables for grade calculation, change the difficulty level of the simulation for participants, show/hide the calculation of various marketing metrics, alter the active stage of the simulation, modify the last submitted stage of any participant, and enable or disable the option that permits participants to redo their strategies an infinite number of times.

The default settings are displayed in the table provided on the page.

Default Values								
Participants can Start Over	Automated Feedback	Marketing Metrics	Simulation Difficulty	Current Active Stage	Grading - Score	Grading - EBIT	Grading - Market Share	Grading - CSAT
Disabled	Enabled	Disabled	Medium	Feedback	55%	20%	10%	15%

2.2.6.1.AUTOMATED FEEDBACK

Alongside our live discussion sessions, we offer an automated feedback mechanism. Participants can access the feedback page via the "Strategy Feedback" link on the side menu. This page breaks down their strategy and provides explanations for their results, decision by decision. You can enable/disable the automated feedback page using your academic/employer account.

Exclude automated feedback (Check the box to deactivate)	<input type="checkbox"/>
--	--------------------------

2.2.6.2.SIMULATION DIFFICULTY

You also have the option to adjust the difficulty level of the simulation between "Easy" and "Medium." However, since Conquer the Market® functions as a predictive simulation rather than a game, we **strongly** recommend keeping the difficulty setting at "Medium." If you opt for the "Easy" level, we cannot guarantee that the end results will accurately reflect real-life outcomes.

Simulation difficulty level (We strongly recommend that you keep the difficulty setting at "Medium")	<input type="radio"/> Easy <input checked="" type="radio"/> Medium
--	--

2.2.6.3.MARKETING METRICS

Based on the participant's decisions, Conquer the Market® calculates various marketing metrics for the marketing campaign. In addition to the performance of the new product, the competition between all the products launched by the participants, and the strategies created by the participants, marketing metrics

are also an excellent tool for fostering in-class or intra-departmental discussions. They are particularly beneficial for courses such as "Brand Management," "Marketing Analytics," "Market Research," "Marketing Management," and similar ones, as well as for marketing professionals in the workplace.

However, if you intend to use our simulation for introductory level courses like "Principles of Marketing" or "Introduction to Marketing," the inclusion of marketing metrics might be overwhelming for students. Therefore, you have the flexibility to include or exclude marketing metrics from the simulation based on your preferences.

Calculate and show marketing metrics (Check the box to activate)

2.2.6.4.ACTIVE STAGE

You also have the chance to change the active stage of the simulation. When you change the active stage of the simulation, participants can access all previous stages, but they won't be able to access stages beyond the one you've chosen as active.

For example, if you select the "Marketing Plan" stage as the active stage, participants can access Prelude, Market Research, Shaping the Product, and Marketing Plan stages, but they won't be able to access Results, Competition Results, Strategy Feedback, and Feedback stages. You can change the active stage from this page anytime to allow participants access only to the stages you desire in the simulation.

Change the active stage

Feedback

2.2.6.5.MULTIPLE ITERATIONS

If the simulation results will be used for grading purposes, we recommend using a single iteration session by unchecking this box. With this option unchecked, students will be limited to making their decisions only once.

However, if grading is not a factor, you have the option to extend the total runtime of the simulation indefinitely by enabling unlimited subsequent iterations. When you check the box, students will be able to click on the "Try Again" button after completing the simulation, allowing them to create a new strategy from scratch.

Participants can reactivate the simulation (Check the box to allow reactivation)

2.2.6.6.CHANGE LAST SUBMITTED STAGE

When you change the last completed stage for a participant, the participant becomes able to make decisions again in the subsequent stages. For example, if the last completed stage for a participant is "Marketing Plan," the participant has already made decisions for Market Research, Shaping the Product, and Marketing Plan stages, and cannot change these decisions. However, if you change the last completed stage for this participant to "Market Research," Shaping the Product and Marketing Plan stages become active again, and the participant can change their decisions in these stages.

If the simulation results will be used for grading purposes, we **strongly** advise against reactivating a submitted stage for any participant. This ensures impartiality across all participants.

Change Last Submitted Stage		
Participant	Last Submitted Stage	Change Last Submitted Stage
GroupOne	Marketing Plan	Change Last Submitted Stage
GroupTwo	Marketing Plan	Change Last Submitted Stage
GroupThree	Marketing Plan	Change Last Submitted Stage
GrupFour	Marketing Plan	Change Last Submitted Stage
GroupFive	Marketing Plan	Change Last Submitted Stage
GroupSix	Results	Change Last Submitted Stage

2.2.6.7.GRADING

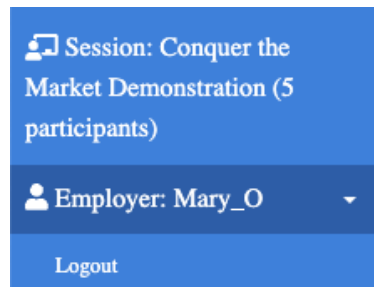
You can change the weights assigned to the different variables used in grading participants. If you change the weights assigned to different variables for grade calculation, the grading tool will recalculate participant grades, taking into account the adjusted weights. The grading tool will generate three alternative grading options for each participant: "Easy", "Medium", and "Hard".

Change Weights for Grading	
Score	<input type="text" value="55"/> %
EBIT	<input type="text" value="20"/> %
Market Share	<input type="text" value="10"/> %
CSAT	<input type="text" value="15"/> %
Total	100%

2.2.7.OTHERS

The “Active Sessions Page” link in the sidebar takes you to the page where you can see all of your active sessions.

When you click on the “Employer: Your Name” link and expand the menu, you can see the option to log out from your account.



3. OPTIONAL PARTS

Please keep reading if you would like to read our experience-based opinions about how to incorporate this simulation into your course/class/training program. If you already have a plan in your mind, you may skip this section.

3.1.COURSE/CLASS/TRAINING PROGRAM/ASSESSMENT PROCESS INTEGRATION

If you plan to use our simulation in a class/course, we recommend that your students form groups of **3 to 5 people** to participate in Conquer the Market®. While it is possible to participate in our simulation individually, for applications in universities, we recommend forming groups to facilitate teamwork. For companies, if you plan to use our simulation as a training tool, our advice is the same. However, individual participation would be a better option if you intend to use Conquer the Market® as an assessment tool.

We have different recommendations for incorporating Conquer the Market® Marketing Simulation into your course/class/training program based on how many decision rounds there will be in the session.

For candidate assessment, we recommend that the session be set up as either one or two days assessment, based on the position you are hiring for. Please find below the timetable examples:

Candidate Assessment – Single Day		
	Before the session becomes active	Day 1
Progress	Inspect the preparation account and take notes	Submit decisions for the actual simulation session
Time Needed	1-2 hours	6 hours

Candidate Assessment – Two Days			
	Before the session becomes active	Day 1	Day 2
Progress	Inspect the preparation account and take notes	Complete the first two stages of the simulation	Complete the third stage of the simulation
Time Needed	1-2 hours	3 hours	3 hours

If you would like to utilise Conquer the Market® synchronously during class hours we suggest allocating a total of 7 hours:

Synchronous Application				
	Before the session becomes active	Synchronous Application Part 1	Synchronous Application Part 2	Synchronous Application Part 3
Progress	Inspect the preparation account and take notes (as homework)	Complete the first two stages of the simulation (during class time)	Complete the third stage of the simulation (during class time)	Live discussion session (during class time)
Time Needed	1 hour	3 hours	3 hours	30 min – 1 hour

If you would like to utilise Conquer the Market® asynchronously we suggest allocating a total of two weeks for the simulation, and 30min – 1 hour the following week for live discussion.

Asynchronous Application				
	Before the session becomes active	Week 1	Week 2	Week 2 or 3
Progress	Inspect the preparation account and take notes	Complete the first two stages of the simulation	Complete the third stage of the simulation	Live discussion session
Time Needed	1 hour	3 hours	3 hours	30 min – 1 hour

If you would like to Conquer the Market® to be a separate course, a term-long supplement for your course/class, or a long training program, we recommend the session to be set up for four to twelve rounds of competition:

Separate Course/Class or a Term-Long Supplement for a 15 Week Long Term							
	Before the session becomes active	Week 1	Week 2	Week 3	Week 4	Week 5-6-7-8-9-10-11-12-13	Week 14
Progress	Inspect the preparation account and take notes	First round decisions	Analyse the first round decisions and adjust the strategy for the second round decisions	Same as the previous round	Same as the previous round	Same as the previous round	Live discussion session. Overall evaluation of the participants
Time Needed	1-2 hours	6 hours	2-5 hours	2-5 hours	2-5 hours	2-5 hours	1-3 hours

Separate Course/Class or a Term-Long Supplement for a 10 Week Long Term							
	Before the session becomes active	Week 1	Week 2	Week 3	Week 4	Week 5-6-7-8-9	Week 10
Progress	Inspect the preparation account and take notes	First round decisions	Analyse the first round decisions and adjust the strategy for the second round decisions	Same as the previous round	Same as the previous round	Same as the previous round	Live discussion session. Overall evaluation of the participants
Time Needed	1-2 hours	6 hours	2-5 hours	2-5 hours	2-5 hours	2-5 hours	1-3 hours

If Conquer the Market® will be used as a weekend training program, the recommended timetable would be as follows:

Weekend Training Program			
	Before the session becomes active	Day 1	Day 2
Progress	Inspect the preparation account and take notes	Complete the first two stages of the simulation	Complete the third stage of the simulation & live discussion session
Time Needed	1-2 hours	3 hours	4 hours

Please be aware that all the figures provided on the previous page are merely recommendations. We can customise sessions with varying time frames based on your expectations and requirements. Feel free to reach out to us, and we can discuss how to tailor a highly efficient session to meet your specific needs.

3.2.HOW TO SET UP A SESSION

Please find below the process of how a Conquer the Market® Marketing Simulation session works:

Step 1 – Agreement between our company and your institution/company regarding the details of the simulation.

Step 2 – Decision on the dates between which the simulation will stay active—the decision about the date(s) of the live discussion session(s).

Step 3 – Creation of the usernames for the participants and the employer/academic account.

Step 4 – Participants review the presentation file and familiarise themselves with the simulation using the preparation account.

Step 5 – The simulation becomes active, and we follow the participants’ progress. We discuss their strategies and results in the live discussion session(s) if there are any.

Step 6 – The final live discussion session during which we discuss the overall strategies and the participants’ results.

Step 7 – We gather feedback from the participants and the academics/employers regarding their experience of Conquer the Market® (**Optional**).

3.3.QUIZZES

If you would like to assess how well the simulation participants have grasped the basic marketing concepts included in the simulation or whether they can correctly evaluate the results of their annual decisions, we would be happy to provide you with quizzes.

4. ABOUT US

4.1. CONQUER THE MARKET®

Conquer the Market® was created by [Marcade](#), a company that specialises in creating interactive, multi-stage, gamified, competitive marketing simulations using real-life scenarios. Seasoned marketing professionals with both deep academic knowledge of the field and vast marketing experience in various sectors and renowned marketing professors took part in the creation process of Conquer the Market®.

The algorithm of Conquer the Market® consists of the theoretical and academic foundations of marketing and the evolution of real-life data from actual companies in a way that can reveal a predictive mechanism after going through intense statistical and mathematical analysis processes. We take pride in our algorithm because we can ensure that it delivers the same results you would get when you manage a marketing department in real life. Our algorithm has been extensively tested and continuously updated in line with the latest developments in the field of marketing.

Conquer the Market® can be used by universities, HR departments and marketing departments of companies. Our simulation combines academic knowledge with real-life scenarios and helps you experience how theoretical knowledge is utilised in solving real-life marketing problems.

Therefore, undergraduate and postgraduate (including MBA and EMBA) students are encouraged to participate in our simulation. Conquer the Market® assists you gain marketing experience without taking the actual risk. In real life, a very wrong marketing decision might cost your company millions or even billions of dollars and cause you to lose your job. But in our simulation, all that happens is you get a lower score. So, no risk but much experience.

Marketing departments of companies can use our simulation to experience new scenarios, expand the marketing knowledge of their employees, and strengthen their teamwork skills.

Human resources departments can use Conquer the Market® as a training program, conduct an interview for marketing department applicants, or conduct cross-functional transition interviews for current employees. It is an excellent tool for technical and personal assessment.

We also offer the chance for universities/companies to be part of an interuniversity/intercompany competition to gauge where they stand among their counterparts.

Conquer the Market® is a brand management, new product development and marketing management simulation that has three stages; Market Research, Shaping the Product, and Marketing Plan. Conquer the Market® is a simplified version of Conquer the World®. In addition to Conquer the World®'s target segment, it is also suitable for people with more limited knowledge in the field of marketing and for people who would like to experience how it feels like to work in a marketing department to decide whether they would like to become a marketing professional or not.

In addition to the above, we offer optional **live discussion session(s)** during or after a session. We answer all questions participants have in their minds after they complete the simulation or a round.

4.2.MARCADE

[Marcade](#) is a subsidiary of [Rigel & Crew Marketing Consultancy](#), a company that offers 360 degrees marketing consultancy. [Marcade](#) specialises in creating interactive, multi-stage, gamified, competitive marketing simulations using real-life scenarios.

As Rigel & Crew, we have been assisting actual companies to improve their marketing efficiencies and efficacies. We have been doing this for many years now. The ROI figures we have achieved for our clients are much higher than our competitors.

In addition, we have accumulated a great deal of experience in various sectors over the years. In brief, we know what we are doing, and we decided to share what we know with people who would like to gain experience in the field of marketing. We value education above everything. Therefore, as Rigel & Crew, we decided to share our expertise and knowledge to assist people in becoming more qualified marketing professionals. Thus, Marcade was born.

We currently offer three different marketing simulations:

Conquer the Internet®, a digital marketing and digital marketing metrics simulation that includes digital marketing decisions about Search Engine Marketing, E-Mail Marketing, Forums and Chat Rooms, Social Networks, Celebrity Endorsement, Mobile Marketing, Crisis Management, and the measurement of 20 different digital marketing metrics such as CPC, Impressions, CTR, TCR, Clickthroughs, CPM, Reach, Average Frequency, Conversions, Bounce Rate, Engagement Rate etc.

The difficulty level for this simulation is: **Easy**. Participating in the simulation requires no prior marketing or digital marketing knowledge.

The details of **Conquer the Market®** are explained in the previous pages. Please click [here](#) for more information.

The difficulty level for this simulation is: **Medium**. Understanding of basic marketing concepts would be helpful in Conquer the Market®.

Our most comprehensive simulation is **Conquer the World®**. Conquer the World® is not an introductory simulation to the marketing field. If you would like to decide whether a career in marketing is for you, you should participate in our other simulations.

So, how does Conquer the World® differ from other marketing simulations?

Conquer the World® is for people who already know that they would like to be marketing professionals or already are. This simulation has a high difficulty level and requires prior knowledge in the marketing field.

- Participants compete in the global market in **Conquer the World®**. The competition takes place globally, not in a domestic market
- Participants are responsible for the composition of the global marketing department as well
- Participants decide on the training & development activities for their companies' marketing departments
- **Conquer the World®** includes advanced marketing research options such as conjoint analysis, Van Westendorp PSM etc.
- **Conquer the World®** offers very detailed marketing analytics & conventional marketing metrics & digital marketing metrics (more than 30 metrics measured annually)
- **Conquer the World®** includes decisions about very detailed product features
- **Conquer the World®** includes advanced technical analyses
- **Conquer the World®** includes an integrated stock market
- **Conquer the World®** has comprehensive conventional & digital marketing decisions
- **Conquer the World®**, based on how the simulation is set up, offers **one to twelve years** of competition within the simulation
- **Conquer the World®** has more than 600 decisions to be made by each participant
- **Conquer the World®** can be a separate course or a supplementary tool for marketing classes, a short or long-term training program, or an assessment tool for companies

- **Conquer the World®** has a modular structure; in other words, we can add new modules and features to our simulation on demand. We can create a tailor-made simulation for your university/company
- **Conquer the World®** has a total runtime of 12 to 110 hours based on how the session is set up

In Conquer the World®, there are decisions related to various subcategories of marketing and related fields, such as:

- Brand Management
- Channel Marketing
- Digital Marketing
- Event Management
- HR Activities for Marketing
- Marketing Analytics
- Marketing Communications
- Marketing Management
- Marketing Metrics
- Market Research
- Marketing Research
- Negotiation Analysis
- New Product Development
- POP Management
- Product Management
- Social Media Management
- Statistics for Marketing
- Strategic Marketing
- Time and Budget Management
- Trade Marketing

Conquer the World® is a complete marketing suite for your courses and a perfect technical assessment/training tool for companies.

The difficulty level for Conquer the World® is: **Hard**.

All of our simulations are interactive, multi-stage, gamified, and competitive.

The data and results in our simulations are taken from real life and actual companies. Participants of our simulations make decisions in a real-life context.

In addition, we offer optional live discussion sessions. We answer all questions participants have in their minds after they complete a simulation or a round. We explain the reasoning behind participants' results in a live discussion session.

Also, our simulations have received overwhelmingly positive feedback at undergraduate and postgraduate levels and companies so far, which means they have been extensively tested and verified. You can use them in your classes/courses/company without hesitation or doubt.

Our current NPS (Net Promoter Score) stands at 96.

Undergraduate and postgraduate students from prestigious universities (such as Universidad de Navarra, home to IESE Business School, which was ranked [#1 in the world](#) for its full-time MBA by The Economist), and marketing professionals from multinational companies (such as Danone, Inditex, Novartis) have been participating in our simulations since our company was established.

As of 2024, we have successfully implemented our simulations with companies and universities across four continents and in numerous countries.

Please click [here](#) for more information about Marcade and our simulations.