



by



Conquer the World® Booklet for Academics/Employers



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1.INTRODUCTION TO CONQUER THE WORLD®

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 World® 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 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.

1.3.DECISIONS TO BE MADE IN THE SIMULATION

There are more than 50 decisions to be made annually in Conquer the World® by its participants. Therefore, for a 12-year session, the total number of decisions to be made is over 600. Some of these decisions require quantitative and the others qualitative analyses. Please find below all the decisions to be made annually, divided into stages:

Marketing 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 (7 different decisions, 27 different research, including the ones provided free of charge in the [participant's booklet](#)).

Shaping the Strategy: Firm name, product name, firm headquarters' location.

Product Features: Packaging type, colour, flavour, ingredients, smell, bitterness, and carb. level, water hardness level, and R&D decisions.

Conventional Marketing Plan: Penetration by country (9 different decisions), prelaunch activities, postlaunch activities, budget distribution by country, POP materials, events/sponsorships, advertisements and their frequencies, brand associations to be promoted, price, and sales forecast.

Digital Marketing Plan: Budget distribution by type of digital media, SEM campaign ad headline, SEM campaign ad description, keywords & key phrases, e-mail marketing, forums and chat rooms, social networks campaign aim, video production (outsourced), celebrity endorsement, mobile marketing

Audience Targeting: Devices and OS, interests, age range, gender, country

Human Resources: Composition of the global marketing department (20 positions to be filled), training & development activities for the marketing department

1.4.EXPECTATIONS FROM PARTICIPANTS

Participants of Conquer the World® are expected to read the [Conquer the World® Participant's Booklet](#) before making their first-year decisions. Everything they need to do, and all the information they need, can be found in the booklet. As Conquer the World® is the most comprehensive marketing simulation in the world, there are many analyses to be conducted, conclusions to be drawn, and intragroup discussions about the firm strategy to be made using the available data, just as in real life. Therefore, it is crucial that participants read the booklet before they start the simulation. Otherwise, their experience of Conquer the World® will not be as satisfying as participants who read and analyse the booklet. 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 constructive if you could tell your students/people who will participate in the simulation to read the [Conquer the World® Participant's Booklet](#) before they start the simulation. Please feel free to read the participant's booklet yourself if you have the time. It includes detailed information about how participants will proceed through Conquer the World® Online Marketing Simulation.

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 World® 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 results, the charts and the graphs except for marketing 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 World® Online Marketing Simulation is the most comprehensive and the most sophisticated marketing simulation in the world. 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.

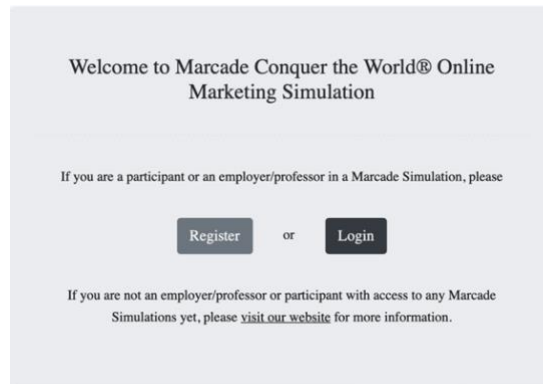
2. CONQUER THE WORLD® ACADEMIC/EMPLOYER ACCOUNT

2.1.HOW TO LOG IN

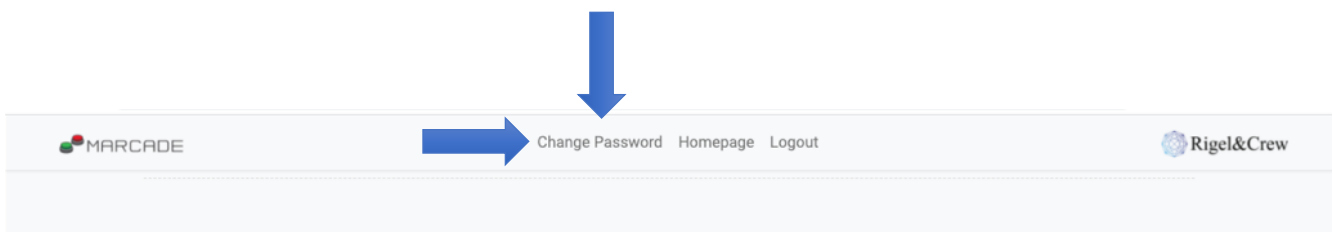
To log in to the simulation, please go to www.marcadesimulations.com, and then click on the “Conquer the World®” logo, as shown below:



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.



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 World® 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 World Demonstration (5 participants)	May 1, 2022, 9 a.m. (CET/CEST)	Oct. 1, 2022, 9 a.m. (CET/CEST)

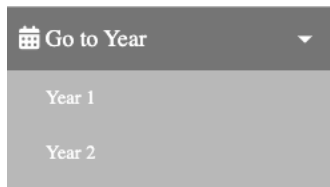
You will be directed to the results page when you click on the session of your choice. On this page, you can see a sidebar on the left-hand side of the screen. The sidebar includes all the necessary links.

Marcade Online Simulations - Conquer The World®

- 📅 Go to Year ▾
- 📈 Stock Market
- 📊 Overall Results ▾
- 👤 Yearly Comparisons ▾
- 👥 Participant Results ▾
- 📄 Company Dashboards ▾
- 📝 Grading Tool
- ☰ Active Sessions Page
- 🛠️ Help
- 📄 Session: Conquer the World Demonstration (5 participants)
- 👤 Employer: Mary_O ▾

2.2.2.YEARS

Please click the “Go to Year” link to expand the menu. If the session is set up as a multiyear competition, the links to each year’s annual results will become available as soon as all the participants finish their decisions. Then you can click on the year of your choice to access that particular year’s results.



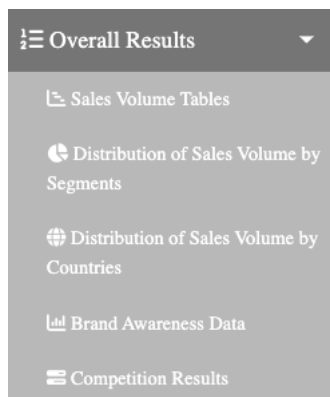
2.2.3.STOCK MARKET



You can click on the “Stock Market” link to go to the section that shows that year’s latest stock prices and yearly stock price changes for all participants and companies managed by the computer.

2.2.4.OVERALL RESULTS

If you click on the “Overall Results” link and expand the menu, you can see the links to access the various overall results of the year.

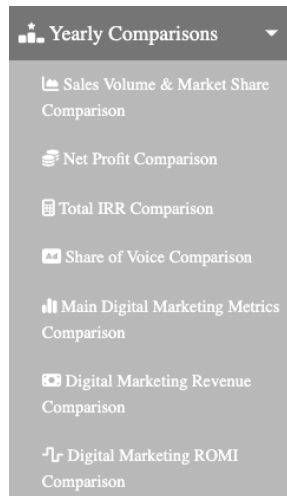


Using the links, you can access the annual sales data for all products (including the products managed by the computer), the distributions of sales volumes by segment for each product, the distributions of

sales volumes by the country for each product, the brand awareness data by segment for all products in the market, and the overall performance comparison table that includes all the participants in the session.

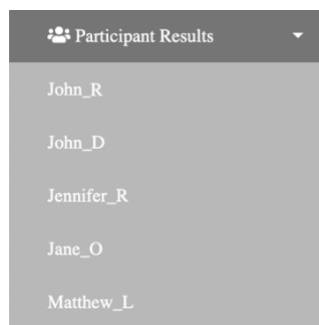
2.2.5.YEARLY COMPARISONS

Please click on the “Yearly Comparisons” link to expand the menu. Using the links, you can access yearly comparisons of sales volumes & market shares, net profits, total IRRs, the share of voice, digital marketing metrics, revenues, and ROMIs between all participants.



2.2.6.PARTICIPANT RESULTS

Please click on the “Results Pages” link and then the “Participant Results” 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.



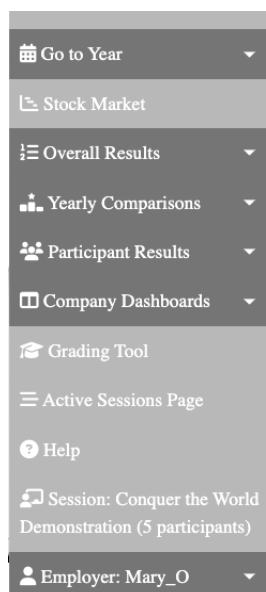
2.2.7.COMPANY DASHBOARDS

Please click on the “Company Dashboards” link to expand the menu. You will see the names of all the participants in the session (same as above – “Participant Results”). Please click on the name of the participant of whom you would like to access the company dashboard. The company dashboard includes the executive recommendations, the P&L statements, the annual comparisons of the sales volume, the market share, and the net profit, in addition to the yearly marketing metrics and the annual digital marketing metrics for the participant’s firm.

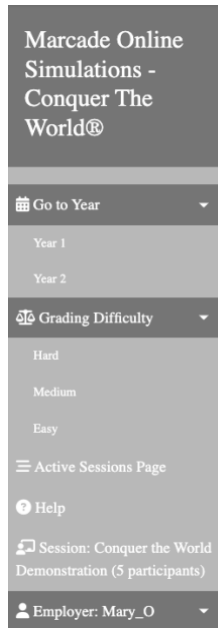
2.2.8.GRADING/ASSESSMENT TOOL

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.



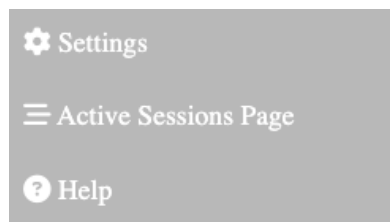
Once you go to the grading tool page, you can click on the “Grading Difficulty” link to expand the menu and select the difficulty level according to which you would like to grade/assess the participants. Please note that you can also select the year the results of which you would like to use in the grading tool. To choose a year, please click on the “Go to Year” link and click on the year of your choice.



2.2.9.SETTINGS

This page allows you to adjust simulation settings. You can set the reference stock price to be used in the grading tool and determine the total number of active simulation years.

If you change the reference stock price, the grading tool will recalculate participant grades for all years, taking into account the adjusted reference stock price. The grading tool will generate three alternative grading options for each participant: "Easy", "Medium", and "Hard".



2.2.10.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 World®. 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 World® as an assessment tool.

We have different recommendations for incorporating Conquer the World® Online 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 for either one or two years of competition, 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	Read the booklet, take notes, and inspect the preparation account	First year decisions
Time Needed	4-6 hours	4-6 hours

Candidate Assessment – Two Days			
	Before the session becomes active	Day 1	Day 2
Progress	Read the booklet, take notes, and inspect the preparation account	First year decisions	Analyse the first year results and adjust the strategy for the second year decisions
Time Needed	4-6 hours	4-6 hours	4-6 hours

If you would like to utilise Conquer the World® as a short-term supplement for your course/class or as a short training program, we recommend the session be set up for one to three years of competition:

Short Term Supplement					
	Before the session becomes active	Week 1	Week 2	Week 3	Week 4
Progress	Read the booklet, take notes, and inspect the preparation account	First year decisions	Analyse the first year results and adjust the strategy for the second year decisions	Same as the previous year	Live discussion session. Overall evaluation of the participants
Time Needed	4-6 hours	4-6 hours	4-6 hours	4-6 hours	1-3 hours

If you would like to Conquer the World® 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 years of competition:

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	Read the booklet, take notes, and inspect the preparation account	First year decisions	Analyse the first year results and participate in our live discussion session	Second year decisions	Analyse the second year results and adjust the strategy for the third year decisions	Same as the previous year	Live discussion session. Overall evaluation of the participants
Time Needed	4-6 hours	3-5 hours	1-3 hours	2-4 hours	2-6 hours	2-6 hours per week	1-3 hours

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	Read the booklet, take notes, and inspect the preparation account	First year decisions	Analyse the first year results and participate in our live discussion session	Second year decisions	Analyse the second year results and adjust the strategy for the third year decisions	Same as the previous year	Live discussion session. Overall evaluation of the participants
Time Needed	4-6 hours	3-5 hours	1-3 hours	2-4 hours	2-6 hours	2-6 hours per week	1-3 hours

If Conquer the World® 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	Read the booklet, take notes, and inspect the preparation account	First year decisions and live discussion	Second year decisions and live discussion
Time Needed	4-6 hours	6-8 hours	6-8 hours

It can also be utilised as a long-term training program:

Long Term Training Program					
	Before the session becomes active	Week 1	Week 2	Week 3-4-5-6-7-8-9-10-11-12	Week 13
Progress	Read the booklet, take notes, and inspect the preparation account	First year decisions and live discussion	Second year decisions and live discussion	Same as the previous year	Live discussion for overall results
Time Needed	4-6 hours	6-8 hours	6-8 hours	6-8 hours	2-4 hours

If the participants have only a basic understanding of marketing concepts, or if they have a limited amount of time to participate in the simulation, we recommend one of the two alternatives given below:

1 – The session can be set up as a single-year competition where the participants can make all of their decisions in a week and then join the live discussion session the following week:

Single Year Competition - Short			
	Before the session becomes active	Week 1	Week 2
Progress	Read the booklet, take notes, and inspect the preparation account	First year decisions	Analyse the results and participate in our live discussion session
Time Needed	4-6 hours	4-6 hours	1 hour

2 – If the participants can spare four weeks, decisions for different stages of a single year can be made in different weeks. This is a more viable option for students/employees with a more limited grasp of the fundamental marketing concepts. If you are looking for a more advanced single-year simulation than [Conquer the Market®](#) and would not prefer the simulation to take more than four weeks to administer and discuss, this option is more suitable.

Single Year Competition - Long					
	Before the session becomes active	Week 1	Week 2	Week 3	Week 4
Progress	Read the booklet, take notes, and inspect the preparation account	First three stages	Fourth stage	Remaining stages	Analyse the results and participate in our live discussion session
Time Needed	4-6 hours	2 hours	2 hours	2 hours	1 hour

Please note that all the figures above are only recommendations. We can set up different sessions with different time frames based on your expectations and needs. Please do not hesitate to contact us so we can discuss how we can set up a highly efficient session.

3.2.HOW TO SET UP A SESSION

Please find below the process of how a Conquer the World® Online 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 – The participants read and analyse the [Conquer the World® Participant's Booklet](#).

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 World® (**Optional**).

3.3.QUIZZES

If you would like to assess how well the simulation participants have grasped the contents of the [participant's booklet](#) 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 WORLD®

Conquer the World® 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 World®.

The algorithm of Conquer the World® 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 World®, the most comprehensive marketing simulation in the world, 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 with a marketing focus are encouraged to participate in our simulation. Conquer the World® 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 World® 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.

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

First of all, Conquer the World® is not an introductory simulation to the marketing field. For that purpose, we have other marketing simulations that are less challenging. If you would like to decide whether a career in marketing is for you, you should participate in our other simulations.

Please [click here](#) for more information.

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 are going to compete in the global market in **Conquer the World®**. The competition takes place globally, not in a domestic market
- Participants are going to be responsible for the composition of the global marketing department as well
- Participants are going to 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.

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.

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

4.2.MARCADÉ

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.

Conquer the Market®, 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.

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

Conquer the World®, as explained in the previous pages, is the most comprehensive marketing simulation in the world. Please click [here](#) for more information. 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.

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.