

UNB marketing students in international competition

Entering presentation stage with a strong lead

Eric Semple

The Fourth Annual University of Manitoba Marketing Management Competition will begin in early October, 1985. The winners will be chosen by a panel of judges comprised of leading businessmen and senior educators in Winnipeg, Manitoba. The Competition Finals will be held in Winnipeg, Manitoba. The Competition Finals will be held in Winnipeg, January 16-18, 1986. This means that a number of preliminary decisions will be made by each team during the fall semester, followed by a break during December for examinations and Christmas, with the wrap-up early in the spring semester. This schedule results in the least disturbance to the students' academic schedule.

The basis for the Competition is a highly interactive computer simulation. Students will be required to use all their marketing knowledge to analyze a complex situation, formulate and implement a strategy, and adapt that strategy to a highly competitive environment. This strategy, in competition with others, will be graded by an impersonal "world" rather than by a professor. If their analysis and strategy receives a good grade, then they will concentrate on perfecting it. If they receive a bad grade, then they will be able to reformulate their strategy and try again. Educationally, everyone wins in this Competition.

At the Finals, each team will make a formal presentation to a Board of Directors. Each team will attempt to convince hard-headed, no nonsense, experienced managers of the superiority of their marketing program. Realizing the importance of these presentations, students work long and hard to formulate and deliver a superior board presentation.

Purpose

The idea of the Manitoba Marketing Management Competition, now in its fourth year, emanated from a similar Competition held several years ago in the United States. The aims and objectives of the MMMC are:

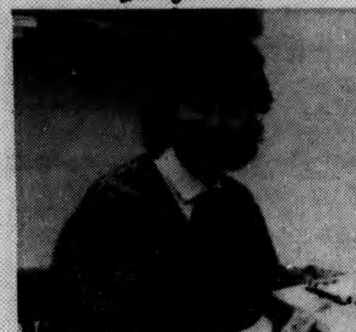
1. To provide business students with the opportunity to meet, compare notes with, and form lasting friendships with other students from all over North America. This is accomplished through both the constructive exchange of ideas and the opportunity for social interaction provided at the Finals.
2. To challenge and develop a variety of essential marketing skills.
3. To increase interaction between the university and business communities, something which we feel is essential for students prior to graduation and interview time.
4. To increase the visibility and promote the positive qualities of all participating schools within the various communities—business, government, and public.

General Rules and Regulations

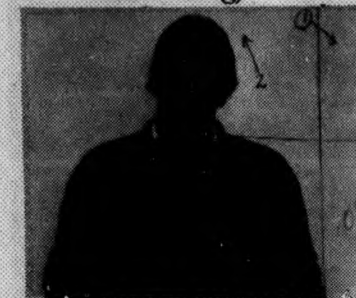
1. The Competition is open to undergraduate business students from invited Canadian and American colleges and universities.
2. Graduate students are not eligible to participate in the Competition.
3. The students who represent each school at the Finals are to be those who competed in the preliminary round.
4. Faculty Advisors are not permitted to aid the competitors in decision-making at any time.
5. Schools may sponsor more than one team. If so, each team must have a different Faculty Advisor.



Mr. Michael Cassidy
4th year BBA



Ms. Linda Perry
4th year BEd (Minor in Marketing)



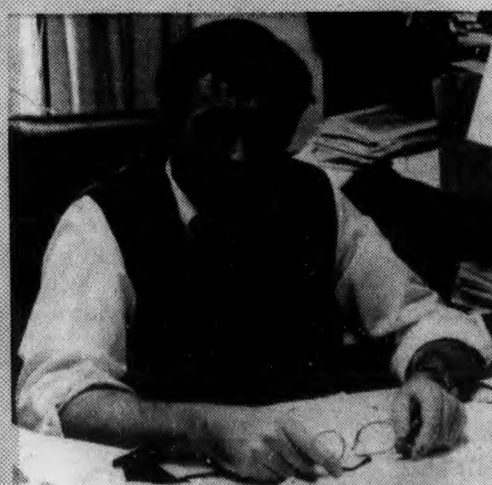
Mr. Patrick Creaghan
4th year BBA



Ms. Dawn Muzzerall
4th year BBA



Alternate
Ms. Shirley McGrath
3rd year BBA



Faculty Advisor
Prof. Ross Darling
Assistant Dean, Faculty of Administration

Failure to comply with any of the above rules are grounds for disqualification.

Note: Marketing courses at UNB are not restricted to only Faculty of Administration students; therefore, a request was made of the Director of the Manitoba Marketing Management Competition to wave rule No. 1.

Why a Computer Simulation? -Why a Business Competition?

"The best way to learn how to do something is to do it."

In learning to manage a complex business enterprise this is not always possible. Before managers can be entrusted with the operation of a business firm or any of its important activities, managers must have previously acquired the knowledge and the skill to make the necessary decisions.

Modern technology has provided a means of acquiring the skills and experience without the extensive economic costs which would be involved in turning amateurs loose to run business operations by the trial and error method. That means we speak of is the computer simulation.

Participating in the computer simulations at a competitive level provides the students with an excellent opportunity for out-of-the-class exposure to the pressures and problems of the business world. It allows the students to come in contact with the problems that occur in business today and to help equip them to perform after graduation.

Beyond the Competition

There are many activities planned for the Finals Weekend scheduled for Thursday, Friday and Saturday, January 16-18, 1986. There will be educational seminars, interesting excursions, guest speakers, an awards banquet and other social activities. But, most importantly, participants are provided with a unique opportunity to meet, compare notes with and form lasting friendships with prominent members of the business community and students and advisors from all over North America.

The Manitoba Marketing Management Competition offers a unique opportunity for students to develop socially, academically, and professionally.

The same marketing computer simulation shall be offered to advanced level marketing courses here at UNB beginning in January, 1986. Also in the planning stages, is a similar competition to be hosted by the Faculty of Administration and the Business Administration Society. It will be open to teams from universities, industry, and government in the Atlantic region. The tentative start date for this UNB hosted competition is the spring of 1986.

Participation in the Manitoba Competition will provide UNB with a necessary resource to ensure success of these plans.

Most importantly, participation will enhance the image of the UNB Faculty of Administration.

The UNB Marketing Management Competition Entry

-team members were chosen with a cooperative effort of the Faculty of Administration and the Business Administration Society.

-members were chosen based on the following criteria:

- entrepreneurship
- marketing ability
- presentation skills
- dedication

Also the ability to handle the pressure and strain of the excess work load, of 10 weeks of strategic planning concluding in a formal presentation.