

2020

Call for participation in the Technology Marketing Game in English



The “Technology Marketing Game in English” class provides an opportunity to learn as a marketing sales executive in a virtual world.

The teams are supported in the market.
So, the market is run by your strategy....

1. What is your marketing strategy?

Mr. A, who has just started to work in the marketing division, is given the job of creating a sales strategy for the company's personal computers and smart and smartphones.
The specifications of the computers and the number of units sell have been decided on.

2. Market Research

Mr. A starts off by conducting market research.
What does he focus on in the research?
Who are the sales targets?
What's the company's position in the market?

5. Decision-Making

Repeated decision making.
So what kind of result did Mr. A's sales strategy lead to?

3. Conflict companies

Many competitor companies are selling similar products on the market.
How can he sell the products and secure profits?

4. Reflection strategies

Reconstructing strategy.
He formed a plan for borrowing funds and selling new products with added value.

Could you made the most of your strategies in the markets?

1. Who is your team members with ?
2. Survey and analytics in the markets now.
3. What points is your products with appeal?
4. Your products revenue and interest rate in the markets.



This course will be run in English.
For more details, please check the QREC website.

You can make the most of basic skills.

- Basic Entrepreneurship
Organization Science
- Basic Entrepreneurship Marketing
- Basic Entrepreneurship
Strategic Theory
- Basic Entrepreneurship
Accounting and Finance