

Marketing CoPilot

- a strategic marketing challenge

Combining the capabilities of computer gaming with advanced learning design, Marketing CoPilot has been developed for marketing practitioners who need to ensure marketing decisions and activities impact positively on the organization's objectives and bottom line.

Marketing CoPilot is a CD-ROM based program, that accelerates learning by combining an extensive tutorial with a highly realistic, interactive business simulation in which you apply the learning and develop invaluable practical skills.

Benefits

Marketing CoPilot provides tangible benefits by helping you:

- relate marketing objectives to corporate and financial objectives ensuring results impact on the 'bottom line'
- practice linking analytical and creative skills to find potential opportunities before the competition does
- to be more aware of financial issues, profit models and profit levers, ensuring marketing proposals or actions fit the company's short and long term profit objectives
- challenge assumptions on segmentation, targeting, brand and value propositions
- assess whether marketing communications are achieving their objectives

Marketing CoPilot is ideal for self-study or, as a base for workshops where you can apply the frameworks to analyse problems, issues and opportunities occurring within your own working environment.



Marketing CoPilot –The Tutorial

Over 50 animated tutorials cover core subjects in an engaging and memorable way.

Detail pages, case studies and interactive exercises further explain the tutorial and test understanding of topics.

The tutorial is organized in a hierarchy around a strategic marketing decision making process, and provides all the knowledge needed to complete the simulation. It is also a perfect reference tool for your day to day work.





Marketing CoPilot – the simulation

In the Marketing CoPilot simulation you assume the role of a new Marketing Director in Abatex - an established technology company. Rapid changes in this industry are being driven by new technologies, new business models and new competitor types. Your first challenge is to assess the potential threat to Abatex's PC product line from a new entrant, BonVida, which boasts a big consumer following. But this is only part of a bigger picture of important issues the company faces. As in real life, you are responsible for your decisions and actions and the effect they have on the company. How you interpret internal politics, deal with 'difficult' characters and sidestep distractions will affect your experience and the impact you have on Abatex's fortunes.

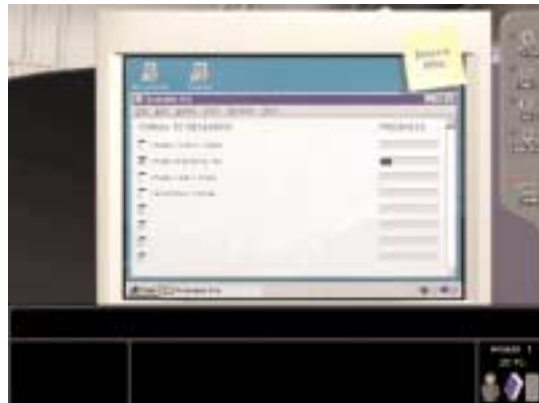
Artificially intelligent coaching and tailored feedback



As you progress through the simulation a virtual 'mentor' is on hand to advise you. You can set the level of intervention you require, but the program will monitor your progress and adjust his involvement, to keep you in your 'learning sweet spot'.

The mentor's 'real time' feedback on your performance is delivered by written tailored comments after each phase. This rates your overall success in different areas and provides you with further pointers for improvement.

Reinforcing and applying the learning



Marketing CoPilot is stimulating and entertaining, but it is not a game. Its effectiveness depends on relevance and its ability to help you transfer the knowledge and skills developed into real life situations. A set of templates and frameworks are provided in an 'Applications' section to assist the transfer of skills directly to specific situations you will face in your day to day work.

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