



MASTER IN ENTREPRENEURSHIP  
INNOVATION MANAGEMENT  
IN COLLABORATION WITH MIT SLOAN

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**MIT** MANAGEMENT  
SLOAN SCHOOL



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
PARTHENOPE

MASTER MEIM 2021-2022

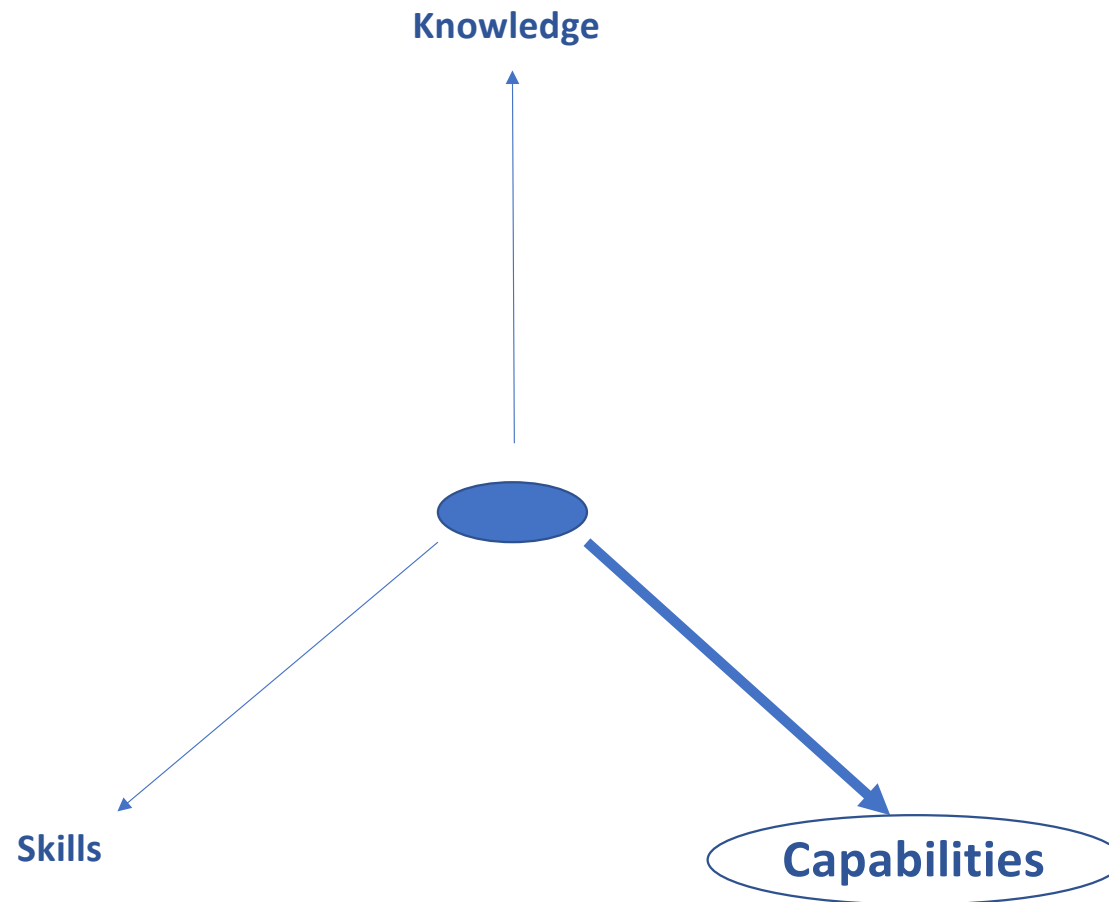
# Marketing analytics Data-driven decision making Master 2021-2022

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# Challenge



# Challenge

## Objectives

- ✓ Develop exploration capabilities
- ✓ Develop time management capabilities
- ✓ Develop team decision-making capabilities
- ✓ Develop pitching skills
- ✓ Develop systemic thinking capabilities

## Rules

- ✓ Multiple game rounds
- ✓ Unstable competitive environment
- ✓ Timing of turns
- ✓ Strategy presentation
- ✓ Debriefing

- ✓ Competitive comparison on target
- ✓ Competitive comparison on VP
- ✓ Competitive comparison on price
- ✓ Competitive comparison on channel
- ✓ Competitive comparison on communication



- ✓ Overall audience
- ✓ Useful Audience
- ✓ Contact cost of the medium
- ✓ Message effectiveness compared to target
- ✓ Message effectiveness compared to VP



- ✓ Size
- ✓ Growth Rate
- ✓ Propensity to spend/behavior
- ✓ Activability

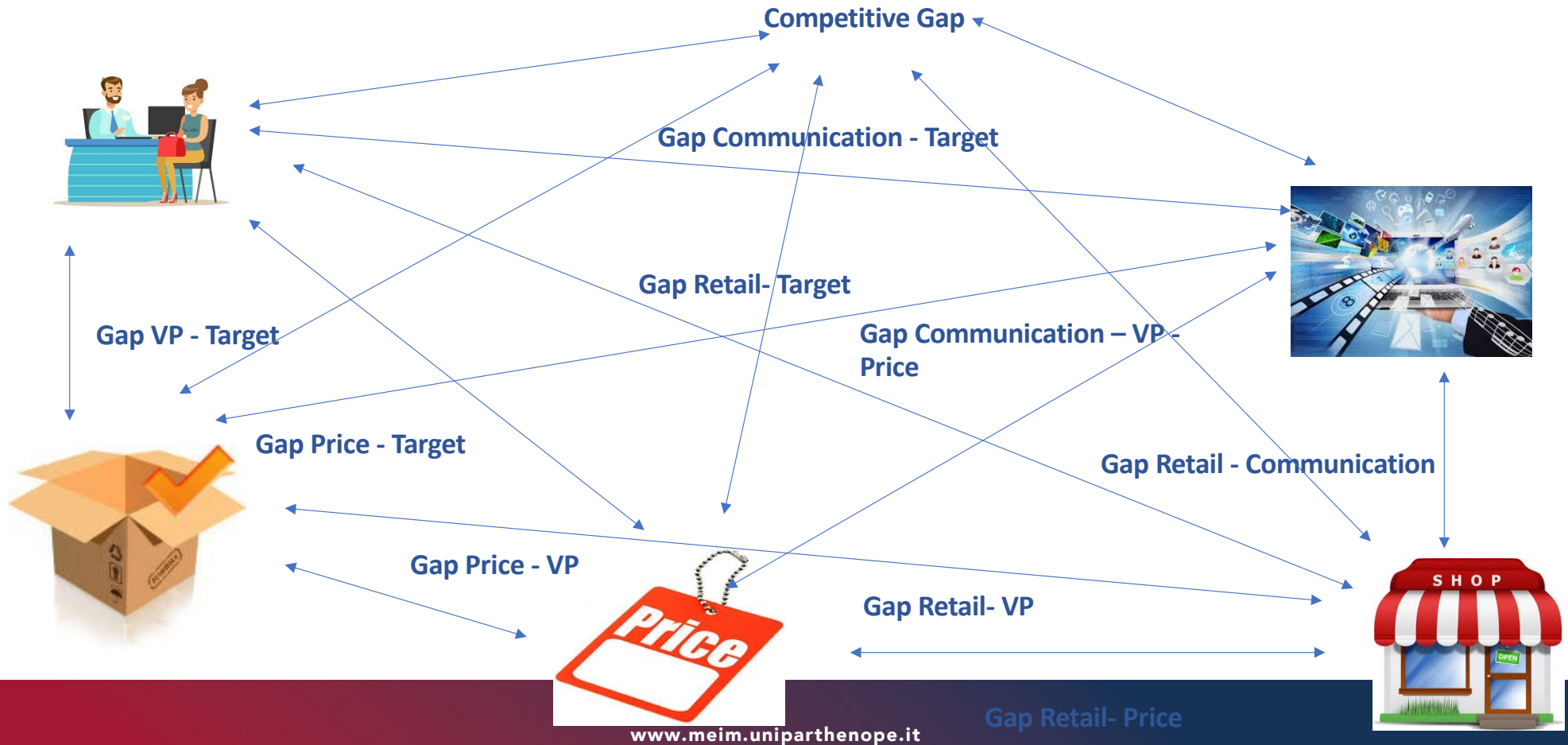


- ✓ Benefits sought by target audience
- ✓ Functional benefits
- ✓ Symbolic benefits
- ✓ Production cost
- ✓ Product image
- ✓ Target price sensitivity
- ✓ Cost of production
- ✓ Margins
- ✓ Demand elasticity
- ✓ Price related image



- ✓ Ability to reach target
- ✓ Commercial margins
- ✓ Product features
- ✓ Commercial push
- ✓ Point of sale image





## TIMELINE



**KPI observed**

**Vision/understanding**

**Choices**

- Target
- Positioning
- Product
- Price
- Channel
- Communication

**KPI relevant for the decision**