



ONLINE CERTIFICATION PROGRAMS

Markstrat

Blue Ocean Strategy Simulation

BrandPRO

MixPRO

Combo BrandPRO&MixPRO

REMI'S FEES – TO BE DISCUSSED BASED ON THE NUMBER OF PARTICIPANTS



6 SESSIONS – 12 HOURS

5 SESSIONS – UP TO 10 HOURS

2 TO 6



6 SESSIONS – 12 HOURS

5 SESSIONS – UP TO 10 HOURS

2 TO 6



3 SESSIONS – 6 HOURS

2 SESSIONS – UP TO 5 HOURS

1 TO 2



3 SESSIONS – 6 HOURS

2 SESSIONS – UP TO 5 HOURS

1 TO 2



4 SESSIONS – 8 HOURS

3 SESSIONS – UP TO 8 HOURS

1 TO 3



**6 GOTOMEETING SESSIONS : 12 HOURS IN TOTAL
5 INDIVIDUAL WORKING SESSIONS ON MARKSTRAT : UP TO 10 HOURS
OVER 2 TO 6 WEEKS WITH REMOTE SUPPORT**

SESSION	CONTENT	DURATION
Web Session 1	Program introduction. Markstrat introduction & demo.	2 hours
<i>Intersession 1</i>	<i>Markstrat Decisions 1. Focus on marketing mix.</i>	<i>1 to 2 hours</i>
Web Session 2	Understanding brand perceptions. Tutorials on R&D & Loans.	2 hours
<i>Intersession 2</i>	<i>Markstrat Decisions 2. Focus on R&D for existing market.</i>	<i>1 to 2 hours</i>
Web Session 3	Markstrat Debrief. Tutorials on Markstrat advanced decisions & tools.	2 hours
<i>Intersession 3</i>	<i>Markstrat Decisions 3. Focus on launching and/or modifying brands.</i>	<i>1 to 2 hours</i>
Web Session 4	Role of the instructor – Part 1. Setting up a Markstrat course.	2 hours
<i>Intersession 4</i>	<i>Markstrat Decisions 4. Launch of a Brand in the new market.</i>	<i>1 to 2 hours</i>
Web Session 5	Role of the instructor – Part 2. Managing a course.	2 hours
<i>Intersession 5</i>	<i>Markstrat Decisions 5. Consolidation.</i>	<i>1 to 2 hours</i>
Web Session 6	Q&A. Program conclusion.	2 hour

BLUE OCEAN STRATEGY SIMULATION AGENDA



6 GOTOMEETING SESSIONS : 12 HOURS IN TOTAL
 5 INDIVIDUAL WORKING SESSIONS ON BOSS: UP TO 10 HOURS
 OVER 2 TO 6 WEEKS WITH REMOTE SUPPORT

SESSION	CONTENT	DURATION
Web Session 1	Program introduction. Introduction to BOSS & Demo – Round Red	2 hours
<i>Intersession 1</i>	<i>BOSS Decisions – Round Red.</i>	<i>1 to 2 hours</i>
Web Session 2	Introduction to BOS Theory.	2 hours
<i>Intersession 2</i>	<i>Read the Visual Exploration – Round Blue-1</i>	<i>1 to 2 hours</i>
Web Session 3	BOSS Debrief – Round Red. Introduction to BOSS – Round Blue-1	2 hours
<i>Intersession 3</i>	<i>BOSS Decisions – Round Blue-1.</i>	<i>1 to 2 hours</i>
Web Session 4	Role of the instructor – Part 1. Setting up a course. BOSS Debrief – Round Blue-1. Introduction to BOSS – Round Blue-2 .	2 hours
<i>Intersession 4</i>	<i>BOSS Decisions – Round Blue-2.</i>	<i>1 to 2 hours</i>
Web Session 5	Services & Delivery mini cases. BOSS Debrief – Round Blue-2. Introduction to BOSS – Round Blue-3	2 hours
<i>Intersession 5</i>	<i>BOSS Decisions – Round Blue-3.</i>	<i>1 to 2 hours</i>
Web Session 6	Role of the instructor – Part 2. Managing a course. BOSS Final Debrief.	2 hour

3 GOTOMEETING SESSIONS : 6 HOURS IN TOTAL
 2 INDIVIDUAL WORKING SESSIONS ON BRANDPRO: UP TO 5 HOURS
 OVER 1 TO 2 WEEKS WITH REMOTE SUPPORT

SESSION	CONTENT	DURATION
Web Session 1	Program introduction. Introduction to BrandPRO. Demo.	2 hours
<i>Intersession 1</i>	<i>BrandPRO Decisions – Year 1. Discover the BrandPRO world</i>	<i>1 to 2 hours</i>
Web Session 2	Role of the instructor – Part 1. Creating & preparing a course. Q&A on BrandPRO Year 1.	2 hours
<i>Intersession 2</i>	<i>BrandPRO Decisions – Years 2 to 5. Formulate and implement brand targeting & positioning strategies</i>	<i>2 to 3 hours</i>
Web Session 3	Role of the instructor – Part 2. Preparing a debrief & grading teams. Program conclusion	2 hours

**3 GOTOMEETING SESSIONS : 6 HOURS IN TOTAL
2 INDIVIDUAL WORKING SESSIONS ON MIXPRO: UP TO 5 HOURS
OVER 1 TO 2 WEEKS WITH REMOTE SUPPORT**

SESSION	CONTENT	DURATION
Web Session 1	Program introduction. Introduction to MixPRO. Demo.	2 hours
<i>Intersession 1</i>	<i>MixPRO Decisions – Year 1. Discover the MixPRO world</i>	<i>1 to 2 hours</i>
Web Session 2	Role of the instructor – Part 1. Creating & preparing a course. Q&A on MixPRO Year 1.	2 hours
<i>Intersession 2</i>	<i>MixPRO Decisions – Years 2 to 5. Implement brand marketing mix strategies</i>	<i>2 to 3 hours</i>
Web Session 3	Role of the instructor – Part 2. Preparing a debrief & grading teams. Program conclusion	2 hours

COMBO BRANDPRO/MIXPRO AGENDA



4 GOTOMEETING SESSIONS : 8 HOURS IN TOTAL
 3 INDIVIDUAL WORKING SESSIONS ON BRANDPRO & MIXPRO : UP TO 8 HOURS
 OVER 1 TO 3 WEEKS WITH REMOTE SUPPORT

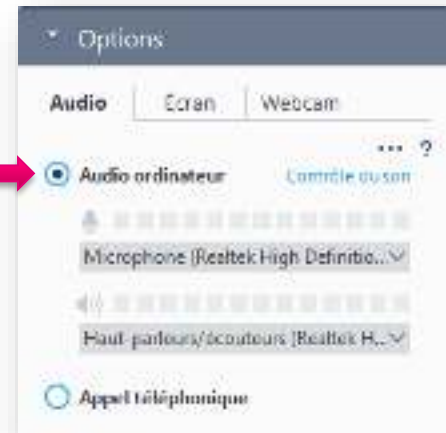
SESSION	CONTENT	DURATION
Web Session 1	Program introduction. Introduction to MixPRO. Demo.	2 hours
<i>Intersession 1</i>	<i>MixPRO Decisions – Year 1. Discover the MixPRO world</i>	<i>1 to 2 hours</i>
Web Session 2	Role of the instructor – Part 1. Creating & preparing a course. Q&A on MixPRO Year 1.	2 hours
<i>Intersession 2</i>	<i>MixPRO Decisions – Years 2 to 5. Implement brand marketing mix strategies</i>	<i>2 to 3 hours</i>
Web Session 3	MixPRO Debrief. Introduction to BrandPRO. Demo.	2 hours
<i>Intersession 3</i>	<i>BrandPRO Decisions – Years 1 to 5. Formulate and implement brand targeting & positioning strategies</i>	<i>2 to 3 hours</i>
Web Session 4	Role of the instructor – Part 2. Preparing a debrief & grading teams. Program conclusion	2 hours



 **LOGISTICS**

HOW TO CONNECT TO THE GOTOMEETING PLATFORM

- 1. Join my meeting from your computer, tablet or smartphone, go to <https://www.gotomeet.me/triolet>
- 2. Join the teleconference. You have two main options: VoIP or Telephone, as explained below.
- To join using Voice over IP, select “Computer Audio” in the “Option” tab (see on the right). We strongly recommend that you use a headset.
- Depending on your country, you can also dial in using your phone. See list of countries on next page.
- You will need this Access Code: 431-321-733



LIST OF COUNTRIES WHERE GOTOMEETING IS ACCESSIBLE BY PHONE

Australia : +61 2 8355 1034

Austria : +43 7 2088 0716

Belgium : +32 (0) 28 93 7002

Canada : +1 (647) 497-9372

Denmark : +45 69 91 84 58

Finland : +358 (0) 923 17 0556

France : +33 (0) 170 950 590

Germany : +49 (0) 692 5736 7206

Ireland : +353 (0) 19 030 053

Italy : +39 0 699 26 68 65

Netherlands : +31 (0) 208 080 759

New Zealand : +64 9 974 9579

Norway : +47 21 04 30 59

Spain : +34 931 76 1534

Sweden : +46 (0) 852 500 691


Switzerland : +41 (0) 435 0026 89

United Kingdom : +44 (0) 20 3713 5011

United States : +1 (571) 317-3116

HOW TO CONNECT TO THE SIMULATION

- ▶ You will receive a “SIGN-IN” sheet with the instructions on how to connect. See a sample Markstrat sheet below.



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Please, follow the instructions below to log in the Markstrat Simulation:

1. Go to login.markstrat.com
2. Enter your Participant Activation Key (PAK) and click the OK button.
3. Select your Industry (ALPHA) and your Team (specified below)
4. Enter your password and click "Access your Team" to start a working session.

First Name	Last Name	PAK	Team	Password
Mohamed	ALLALI	CMP-8J6CZ	L	2236

This is what you should see in case of successful sign-in

