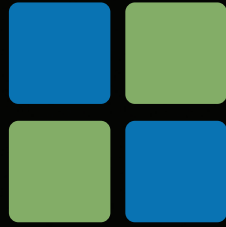




# MIMC

Manitoba International Marketing Competition

## January 6-10, 2010



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Marketing *Unified*



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## Our Mission

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To develop students' understanding of marketing principles through the use of strategic decision making by providing an international academic experience with the cooperation of the business and academic communities.

## Our Theme

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### *Marketing Unified*

The Manitoba International Marketing Competition (MIMC) prides itself on being a prestigious international event. Participants will be required to draw on their experiences within many areas of business, all relating to a simulated marketing environment. We encourage business students from around the world to take the MIMC challenge that will enable them to not only gain a global perspective on marketing but also create contacts that will unify the future marketing world.

## Past Participants

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Bifrost School of Business (Iceland)  
Dalhousie University (Canada)  
Institute de Formation International (France)  
KNUST School of Business (Ghana)  
McMaster University (Canada)  
Saginaw Valley State University (USA)  
The Hong Kong University of Science and Technology (Hong Kong)  
Escola Superior de Propaganda e Marketing (Brazil)  
Tsinghua University (China)  
Universidad Bonaterra (Mexico)  
Universidad EAFIT (Columbia)  
University of Applied Sciences Bielefeld (Germany)  
University of Applied Sciences Bonn-Rhein-Sieg (Germany)  
University of Adelaide (Australia)  
University of Alberta (Canada)  
University of British Columbia (Canada)  
University of British Columbia Okanagan (Canada)  
University of Northern Iowa (USA)  
University of Winnipeg (Canada)  
Zurich University of Applied Sciences (Switzerland)  
ESC Saint-Etienne School of Management (France)  
and many more

## Our History

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MIMC is a student-run competition at the Asper School of Business at the University of Manitoba. Since its inception in 1982, many undergraduate business schools from around the world have attended and completed the challenge. Established partnerships with the corporate community have helped make MIMC the largest event hosted by the University of Manitoba and the largest academic competition of its kind in Canada.

## Professional Development

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MIMC challenges its participants to make business decisions based on marketing strategy. The teams of undergraduate students competing in the simulation will enhance their skill set, and thus be better prepared for their future careers. MIMC provides students with the opportunity to apply their classroom knowledge, to gain experience working on a team, to both compete and gain a greater understanding of marketing at an international level and finally to make important strategic decisions. It is these experiences that help develop the business leaders of the future.

## Core Values

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- ▶ *Innovation* - We promote global awareness through the opportunity to meet and learn from other business students from around the world. We challenge delegates with situations that they may face in the business world, where decision-making must be defended by sound rationale.
- ▶ *Teamwork* - The competition promotes international delegates to work together and combine their marketing and business knowledge to become well-rounded business professionals.
- ▶ *Opportunity* – We allow participants to meet the local business community, who often attend the event because of an interest in recruitment. By giving the students the opportunity to meet corporate sponsors and other delegates from around the world we make every effort to make MIMC the best experience possible.
- ▶ *Connectivity* - By promoting the image and awareness of participating schools, we enable the opportunity for international growth and an academically and socially rewarding experience. We strive to promote the field of marketing as well as the talents and capabilities of marketing students.

## The Competition

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The MIMC participating teams typically consist of four students from an undergraduate business program and a faculty advisor. The evaluation of the competition is composed of three elements: the simulation, the strategy statement, and the presentations. The top team from each industry will then compete in the finals to be crowned **2010 MIMC Global champion**.

### Phase 1: The Simulation

The simulation portion of the competition uses the Capstone simulation software which has a strong focus on making decisions based on strategic marketing concepts. Each decision is submitted on a weekly basis to MIMC via its secured website. Computer generated results are prepared based on teams' decisions and are then posted to our website where the teams download the file and prepare for the decision. The simulation stage consists of eight decision periods.

### Phase 2: The Strategy Statement

The objective of the statement is to test teams' understanding of their business and its environment. The commitment made in the strategy statement will provide the context for the presentations to be held during the competition weekend.

### Phase 3: The Presentation

To add to the realistic business experience, each team will present its strategies in front of an esteemed panel of judges from the corporate and academic communities. The intention of the presentation is to emphasize management discussion between teams and an informed panel of judges. This process will test each teams' understanding of its business environment and their ability to manage in that context.

### The Challenge Round

In the challenge round the runner up in each industry is given the opportunity to compete once again. The simulation portion is not directly judged since absolute quantitative results are not comparable across industries. The challenge round competitors compete for the **2010 MIMC Challenge Round Cup**.

### The Finals

In the final round, the winners of each industry compete once more. Like the challenge round, the finals are solely based on the presentations and performance while simulation results are not directly judged. The winner of the finals are pronounced the **2010 MIMC Global Champion**.

## Why Use Simulations?

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The traditional approach to education is well adapted to areas that are concerned uniquely with the acquisition of knowledge. In business, however, knowledge is not enough, and experience-based learning is crucial. Therefore, MIMC encourages participants to learn marketing strategy through a hands-on experience by using the simulation game. The best market-oriented simulations are experience-based, low-risk learning tools that offer students the opportunity to sharpen their skills, to apply strategic concepts, and to test their strategies in today's competitive business environment.

## About Capstone

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The Capstone marketing strategy simulation engages participants in all aspects of marketing strategy which including: purchasing decisions, operations, situation analysis, cost relationships, advanced marketing tactics (promotional budgets, sales budgets, competitive intelligent reports, and time allocations), human resource tactics (recruitment and training techniques, needed complement, and human resource definitions), and process management and TQM initiatives. The team based Capstone strategy simulation emphasizes product and service brand-line portfolio management through direct and indirect channels in multiple categories and market regions.

### *Specific aspects of marketing strategy emphasized are:*

- ▶ Assessing marketing opportunities
- ▶ Formulating and executing marketing strategy
- ▶ Segmentation, targeting, and positioning
- ▶ Product line portfolio management
- ▶ Market entry strategies and tactics
- ▶ Enhancing and encouraging fact-based analysis and decision making
- ▶ Details of marketing analysis and interpretation of marketing data
- ▶ Competitive analysis, dynamics, and rivalry
- ▶ Coordinating marketing programs and operations capabilities
- ▶ Coping with business environment uncertainty



## The Weekend

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On the weekend of January 6-10, 2010, all teams will meet in Winnipeg, Manitoba, Canada to complete the final stages of the competition. The weekend includes many social events that provide the opportunity for participants to experience the city and its culture, in addition to making new friends.

The competition commences on Thursday night with the Welcoming Wine and Cheese. This provides an opportunity to meet all those involved with the competition: competitors, faculty advisors, sponsors, judges, student ambassadors, and the MIMC executives. Presentations from each industry take place on Friday morning and the winner from each respective industry moves on to the finals. Teams placing second overall in their industry advance to the challenge round. The following Saturday morning, the challenge round takes place followed by the finals in the afternoon. After the culmination of all the participants' hard work and perseverance, the winners will be announced at the prestigious Awards Banquet, after which teams can relax at the following social event. The competition comes to a close on Sunday when all teams travel home.

## What You Need To Know

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### Registration Costs:

**\$700 CDN per team** not including hotel and travel costs

### Registration Fee Includes:

- ▶ Capstone simulation fees
- ▶ A Welcome Wine and Cheese, hot buffet breakfasts each morning, three luncheons, two dinners and an Awards Banquet with a keynote speaker
- ▶ Social activities while in Winnipeg
- ▶ An assigned student ambassador to provide teams with local transportation
- ▶ The use of equipment for presentations only (i.e., laptop computer, data projector)

### How to Register:

- ▶ *ONLINE* - Visit our website at **www.mimc2010.ca** and complete the online registration form. Your payment can follow by regular mail.
- ▶ *BY FAX* - Fax the completed registration form included in this package (or print one out from the website) and send it to: **1.204.269.0861**. Your payment can follow by regular mail.
- ▶ *BY MAIL* - Send the completed registration form along with your payment to the following address:

**Manitoba International Marketing Competition**  
Room 144 Drake Center for Management Studies  
I.H. Asper School of Business, University of Manitoba  
181 Freedman Crescent  
Winnipeg, MB, CANADA  
R3T 5V4

### For further information please contact:

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**DEADLINE FOR REGISTRATION:**  
**SEPTEMBER 30, 2009**

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