

MARKETITION: UNIVERSITAS PRASETIYA MULYA x WALL'S

Overview

Marketition is an annual national marketing competition for graduate students (S2) in Indonesia. It is one of the series of events under Ideacraft organized by Management Society, a student organization of Magister Management of Universitas Prasetiya Mulya. Consisting of multiple rounds, Marketition offers an authentic marketing case provided by a case provider. This year is our 7th annual competition and we are scaling it up across the South East Asian region with Wall's serving as the main case provider.

Our partnership with Unilever is based on a common goal: to pursue the vision of AFTA, a free trade area to improve the competitiveness of South East Asia's products and human capital in the international market. In our bid to achieve the goal, Marketition hereby invites graduate students from across South East Asia to compete in this multinational event by solving a real and current business case from Wall's.

The 7th Marketition has been conceived to serve as a platform for:

1. Solving a real marketing case;
2. Generating creative marketing ideas;
3. Networking among business graduate students and marketing decision makers; and,
4. Preparing global competitions for both business graduate students and companies.

Vision

To become the pioneer of graduate level marketing-plan competition in Indonesia that covers the ASEAN market as a tool to improve the quality and competence of human resources and businesses in South East Asia by delivering real marketing issues provided by the Case Provider.

Objectives

1. To become a medium for the implementation of marketing in real-world contexts;
2. To become the place to generate fresh and creative marketing ideas;
3. To build good relationship/partnership among Prasetya Mulya, case providers, sponsors, and other graduate business schools in South East Asia; and,
4. To become a medium for graduate students across South East Asia & companies in preparing for global competition.

Apart from serving as a multi-faceted platform, Marketition also offers to the successful participants monetary rewards totalling USD 6,500 (excluding taxes) as detailed below:

| | |
|--------------|-----------|
| 1st Place | USD 3,250 |
| 2nd Place | USD 2,000 |
| 3rd Place | USD 1,000 |
| Best Pitcher | USD 250 |

Registration

Online Registration Process:

1. Fill in the online Registration Form on www.ideacraft.id/marketition:
 - a. Type in your e-mail address; the address will be used as your username;
 - b. Create a new password (not the same as your e-mail password);
 - c. Insert your team's name;
 - d. Indicate whether you participate on behalf of your university (all team members from the same university) or on personal behalf (team members from various universities)
2. You will receive a welcoming e-mail from marketition@gmail.com, which also provides you with information on:
 - a. Payment instructions;
 - b. Guidelines for submission of the proof of payment from your account.
3. Your account will be activated once your proof of payment has been verified. The next step is to fulfill these documents:

3.1 Representing a University/Business School/Institute

- a. One (1) Acknowledgement Letter from the University/Business School/Institute
- b. Student ID Cards
- c. Employee ID* (for team members who are employed)
- d. Acknowledgement Letter from the Company* (for team members who are employed)

* Required; non-compliance may lead to disqualification.

3.2 On Personal behalf

- a. Acknowledgement Letter(s) from respective University/Business School/Institute of every team member
- b. Student ID Cards
- c. Employee ID* (for team members who are employed)

- d. Acknowledgement Letter from Company* (for team members who are employed)

* Required; non-compliance may lead to disqualification.

Additional information about the registration:

1. Registration fee for each participating team is as follows :
From Indonesia: IDR 600.000,-
From other countries: USD 45
2. For participants from Indonesia, payments is to be transferred to the following beneficiary's bank account:

Yayasan Prasetya Mulya

BCA KCU SCBD, Jakarta

006-309-3669

And for international participants, payments is to be transferred to the following beneficiary's bank account:

PayPal

First, login to your paypal account.

Using payment url: paypal.me/alfirahadian

Enter the amount US\$45

Click "Next"

Add a note: Your team name

Uncheck list the "Paying for goods or a service? Select the checkbox

and your eligible purchases may be covered by Paypal Buyer

Protection"

Click "Send payment now"

4. Registration last day is 12 September 2018.
5. Registration fee is non-refundable for any reason.
6. Once a team's registration is uploaded, the team's membership is registered and considered final. Changes to reduction of existing member(s) are possible although are not recommended. Replacement by, or introduction of, any new

member(s) to the registered team is strictly not allowed; non-compliance will lead to disqualification.

Competition stages

- 1. Open Registration: 10 August 2018**
- 2. Close Registration: 12 September 2018**
- 3. Technical Meeting: 15 September 2018**

Technical Meeting will be held through a Webinar. Its contents will cover ground rules and case assignment. Each team is to have at least 1 representative attending the Technical Meeting. A Q&A session will be run to accommodate further queries on the case or data collection. Further information / changes regarding the Technical Meeting will be given if necessary.

- 4. Executive Summary Stage: 15 September - 4 October 2018.**
- 5. Executive Summary Submission Deadline: 5 October 2018.**
Deadline of Executive Summary, including Case Solution & Appendix
- 6. Illustration & Prototyping Stage: 15 - 31 October 2018**
Each team will illustrate & prototype their plan which will get a direct supervision from Wall's.
- 7. Illustration & Prototyping Submission Deadline: 2 November 2018**
- 8. Final: 10 November 2018.** Pitch Deck (30 minutes / team, Q&A Session).
Venue: Universitas Prasetiya Mulya, Cilandak Campus Cilandak.

Registration

1. Each team is to consist of 3-5 graduate students from same or different universities, preferably of different majors or background (e.g. business, management, design, digital technology).
2. Each university/ institute/business school may send more than 1 team.
3. Each team may represent the same school or on personal behalf (from multiple universities).
4. Each participant may only be registered on 1 team and cannot be substituted for any reason.

5. Students who are already working are to provide their job ID & a statement letter from their employing company. (Not a direct competitor of Wall's).
6. Participants must attach a statement letter from their respective institute/university testifying their active status as student.
7. Participants will be allowed ... days since the case is handed over on the Technical Meeting day, which will be on 15 September 2018.
8. Top 10 winners to proceed to the next round of the competition will be announced on .
9. All the Committee's decisions are final and cannot be altered.
10. The Committee reserves the right to make a decision on any condition unstipulated herein.

Information about the Marketing Plan

General Requirements

1. Every marketing plan sent to *Marketition 2018* must be original, void of plagiarism, and has never been used in other marketing plan competitions.
2. Two sources of information for marketing plan preparation: (1) Case; (2) Technical Meeting.
3. Each team will be invited to the Technical Meeting day, which will be held on 15 September 2018, when members can gather additional information and/or verify data related to the competition. A representative from case provider Wall's will also be present in the Technical Meeting.