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SMU MBA FT 2016 MKTG601, Dr. Srinivas K. Reddy

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MKTG601: Marketing Strategy for Minnesota Micromotors 1. MBA PT Class of '14 MKTG 601 Group B Marketing Strategy Report 2. Marketing Strategy FY '13 – '15 MBA PT Class of '14 MKTG 601 Group B 3. AGENDA MBA PT Class of '14 MKTG 601 Group B Overview of marketing strategy Key takeaways Summary of results Questions MM ...

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Answer to Marketing Simulation: Minnesota Micromotors DashBoard for 2012 Q3 : Marketshare: Large Customers Segment A : Down 1.2% S...

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The Orthopedic Motor Market Minnesota Micromotors, Inc. & Brushless Motor Technology Case Solution, The Orthopedic Motor Market Minnesota Micromotors, Inc. & Brushless Motor Technology Case Analysis, The Orthopedic Motor Market Minnesota Micromotors, Inc. & Brushless Motor Technology Case Study Solution, PROBLEM STATEMENT: "Organization has experienced a decline in their performance recently ...

The Orthopedic Motor Market Minnesota Micromotors, Inc ...

Minnesota Micromotors, Inc. (MM) is located in Minneapolis. The company is widely known for producing orthopedic medical services products. The development in the service provision and customer satisfaction for Minnesota Micromotors is a critical aspect as it is an internationally competing company.

Marketing Simulation for Minnesota Micromotors, Inc ...

The Orthopedic Motor Market Minnesota Micromotors, Inc. & Brushless Motor Technology Case Solution, The pricing of the company is heavily affected by the economic conditions as occurrence of any recession or inflation in the geographical location might

The Orthopedic Motor Market Minnesota Micromotors, Inc ...

Minnesota Micromotors, Inc. Marketing Simulation 2015 Q2 Kaplan University Marketing Management MT450-01 Minnesota Micromotors, Inc. Marketing Simulation 2015 Q2 As I get further and further along in this simulation, I have noticed that I am beginning to understand what it takes as a marketing manager in order to be successful.

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The Orthopedic Motor Market: Minnesota Micromotors, Inc. and Brushless Motor Technology Minnesota Micromotors, Inc. (MM), based in Minneapolis, was a manufacturer of brushless, direct current (BLDC)1 motors used in orthopedic medical devices. Devices utilizing MM's motors were

The Orthopedic Motor Market: Minnesota Micromotors, Inc ...

This week you are playing the role of the Marketing Manager in a marketing simulation for Minnesota Micromotors, Inc. (MM). Minnesota Micromotors, Inc. (MM), based in Minneapolis, is a manufacturer of brushless, direct current (BLDC) 1 motors used in orthopedic medical devices.

Approximately 70% of the revenues of Minnesota Micromotors, Inc. were generated from customers that placed large ...

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Minnesota Micromotors was a manufacturer of brushless, direct current motors used in orthopedic medical devices. "Devices utilizing MM's motors were typically used by orthopedic surgeons in large bone surgery, reconstructive surgery, trauma surgery, and sports medicine procedures" (June, 2014).

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