

Music2Go Marketing

Principles of Marketing

Music2Go will give your students the unique opportunity of running their own Sales & Marketing Campaign for their company, while competing against other students within your course. Music2Go provides your students with hands-on business experience in the classroom - experiential learning at its best!

Music2Go is our Principles of Marketing simulation, where students are required to formulate and implement their own Sales & Marketing Campaign for their MP3 Player Company.

Students will analyse Market Research and collaborate with each other to create their own Strategic Marketing Plan, while keeping to a fixed Budget. They will be responsible for making key functional decisions involving Price, Forecasting, Marketing & Promotion, Distribution, and R&D. The challenge is to build their firm into the leading player in the market.

As Music2Go uses a dynamic-competitive marketplace, students must adapt to the changing market and demands of consumers, while also considering external forces - reinforcing the importance of planning and evaluation. Implementation of this strategy will involve all components of the Marketing Mix: Product, Price, Promotion, and Place (the 4 P's).

- Our simulations have the flexibility to adapt to any academic or corporate course, of all lengths and sizes, as well as both on-campus and online/distance courses.

- Using our simulations is easy, simply provide us with your class list and we'll take care of the rest. Once setup, the simulation is completely automated and Instructors have their own interface to monitor the simulation.
- We also offer world class support for Instructors and Students via email and phone.



“Students using a simulation are 80% more likely to retain the information in comparison to traditional teaching methodologies”



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