



"The course has British, European and international students so the international setting of Cesim Marketing means that all can engage with the scenario without feeling that anyone has an advantage. The PDA product is also something which is accessible to all."

"I started the module with some team role and team building exercises. Each week, a new area of marketing was highlighted for students' consideration, using the Cesim Marketing environment and firm results to illustrate the point. Each team also had the opportunity for an exclusive "consultancy session" with me. Assessment included a group project in which each firm had to produce a brief for a print advertisement for one of their products and then to deliver a pitch for the advertisement; and an individual assignment of a review of their firm's strategy."

"Students were intrigued at the idea of running a virtual firm, and I was pleased with the way that Cesim Marketing caught the students' imagination and kept them motivated and involved throughout the module. It got them thinking about marketing strategy in a practical and integrated manner. The competitive nature of Cesim Marketing ensures that their decisions are carefully considered as no-one wants to fall behind."

"In my experience, students often complain about having to do team-based assignments but with Cesim Marketing the feedback from the students was very positive. Almost every student listed team work as a valuable feature of the simulation, and practical application of theory and the competitive aspect were highly appreciated, too."

Mr. Giles Forbes

Marketing Course leader



Customer in brief

The University of Huddersfield offers high quality teaching with a strongly vocational emphasis. They are among the UK's top 10 providers of 'sandwich courses' where students undertake a paid work placement in industry or commerce, having led to an impressive record for graduate employment. Huddersfield also has a strong research profile and excellent grades for teaching quality.

Huddersfield's students are based in seven academic Schools - 'Applied Sciences', 'Computing and Engineering', 'Art, Design and Architecture', 'The Business School', 'Education and Professional Development', 'Human and Health Sciences' and 'Music, Humanities and Media'. Huddersfield is an international university with students from over 130 countries worldwide. It has over 23,000 students and 1,900 staff

Cesim use

The Cesim Marketing simulation game has been a key part of the Integrated Marketing Practice module in the first year of the MSc Marketing programme at Huddersfield University since 2010.