

Reference number	08-EIP-RO CONSTAN02
Title	MARKOPS - Building the Bridge from Learning to Action
New program / renewal? (please underline)	<u>New program</u> Renewal: 2 nd year 3 rd year
Subject area code	1028, 340, 342
Description	<p>MARKOPS – a powerful marketing and management simulation tailored for undergraduates.</p> <ul style="list-style-type: none"> - Real experience – placing operational marketing and management decision at the centre of the learning experience. The goal is to create and implement a company’s marketing and management strategy over a defined period, including: product portfolio strategy; segmentation and positioning strategies; marketing mix strategy; channel strategy. - Real competition – it enables students and teachers to work together in multinational groups on the case study from the first day to the last. - Real excitement – the platform simulations have the power to motivate students unlike any other learning tool. The result is a greater enthusiasm throughout the course, dissemination and workshops improving the team working skills. - Real simplicity at every step – clear and simple menus, full flexibility of the course duration, easy integration with the current course lesson plans. - Low cost and risk free simulations procedures in marketing and strategically management decisions.
Coordinator	<p>Universitatea “Ovidius” Constanța, Facultatea de Drept și Științe Administrative B-dul Mamaia, No. 124 900527, Constanța Tel : +40241 694330 Fax: +40241 694330 E-mail: cornel.grigorut@univ-ovidius.ro Web: www.univ-ovidius.ro/drept</p>
Contact person	Cornel Grigorut
Partners	<ol style="list-style-type: none"> 1. University of León 2. Seinäjoki University of Applied Sciences / Business School 3. Avans University of Applied Sciences 4. University of Savoie 5. Budapest Business School, Faculty of Commerce, Catering and Tourism, Commerce in English Study Programme 6. University of Bretagne Occidentale- IUT Quimper 7. Faculty of Economics – University of Trento 8. South University of Denmark 9. University of Economics – Silesian International Business School 10. University of Kassel 11. Harstad University College 12. Haute Ecole Plantijn of Anvers Province
LLP Grant (€)	34420
Total budget (€)	34420
Activity duration	3 years
Location	Constanta, Romania