

Marketnetics Game

How to Play

Divide the group into smaller teams of 3-4 people. Each team is tasked to come up with a new product idea that's related to a production co-operative but not a reality yet. Each team is given two hours to create a marketing plan for the product that includes advertising slogans, publicity and sales strategies, including markets.

Picking a winner:

The winner (team) is the team that can get the most "comments / likes" to their presented product/plan through the ToTCOOP+i_Tech Social Media Page in the shortest time.

The trainer can set a reasonable timeframe to allow for traction and interaction through the use of social media.

Assessing the learning objective:

The aim of this game is to assess, that learners have clearly understood the learning materials covered within the classroom and other learning platforms. It also allows for the tutor to repeat critical information about topics.