

TITLE OF THE SCENARIO	The Shoes Sheller	
Keywords	Marketing, basic business, introduction to marketing	
A chi voglio insegnare?		
Age range and grade of the learners	18-19 years old (Marketing & business first-year students)	
Special characteristics of learners	None	
The learning emphasis?		
Learning subject /field / skills or dimension	Introduction to marketing.	
Specific Goals	<p>Students will learn what the job of a company's marketing manager is in an active and self-exploratory way. After completing this learning scenario, students will be able to:</p> <ul style="list-style-type: none"> Identify what are the main responsibilities of a marketing manager; Identify the main tasks for planning and executing a marketing plan for a product <p>It will address the next concepts:</p> <ul style="list-style-type: none"> Market segmentation Macro and micro environments and their impact in decision making; The Brand image; The importance of knowing the product dimensions; Determination of the price for a product; 	
The teaching emphasis?		Rate 0-5
Learning metaphor that can support the learning objectives	Acquisition (I will transmit/ present / explain content to learners)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Imitation (I will show to the learners how to do things related to this subject / content, i.e. I will be a model for them)	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Discovery (I will provide the necessary artifacts for the learners to find out / discover a specific concept / knowledge on their own. I will organize guiding activities and provide tips)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
	Participation (I will organize sessions in which learners can discuss, share and / or collaborate for learning a specific subject / content and I will facilitate the interaction between them)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Experimentation (I will organize activities in which learners will understand, learn how-to, practise, and / or exercise)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Description of the game	Narrative description	The student plays the role of a new employee of the marketing department of a shoes manufacturer who is

	of the game plot	<p>sent to a virgin island to explore a potential expansion of the company's market. His/her first decision will be to analyze the environment and determine if there are business opportunities (i.e. if the natives are interested in buying shoes).</p> <p>After that, the student will need to put into practice the concepts of the field to plan thoroughly the strategy for getting the company established in the area.</p>	
	Goals	Get the natives of the island to buy your company's shoes	
	Rules	Traditional rules of point-and-click adventure games.	
	Challenge	Solve the different puzzles that are embedded in the game.	
	Satisfaciton system /feedback cycle	Promotions in your company's department after achieving milestones.	
		Learning settings	Estimated time
narrative description of learning activities – step by step organization and structuring	Brief introduction to the game. Define groups for playing and interacting.	in the classroom	30 minutes
	Students play the game and discuss within their group their progress.	At home	-----
	A debriefing session is conducted to discuss the main results between the groups. Teacher leads the discussion.	in the classroom	2 hours
	These activities can be repeated as many times as desired, depending on available time		
How will I evaluate students?			
Evaluation approach	<p>Participation in group chats</p> <p>Assessment reports produced by the game</p>		
What will learners need in order to achieve learning objectives?			
Prerequisite	Basic concepts about marketing (e.g. market segmentation, micro & macro environments, etc.)		
Setting and materials	Students need to have a computer at home with Internet access		
What is needed to implement the scenario?			
Application involved	Mandatory	An online communication tool (e.g. a forum/chat), the game	
	Optional		
Infrastructure / equipment	Mandatory		
	Optional		

Learning resource type	Interactive point-and-click adventure game (first person)
Time / space resources	Around one week (two sessions in the classroom)
Other things to consider	
This game is still a work in progress. We expect a first version available by the end of the year.	