

THE JMMA

CUTTHROAT MARKETING

GAMES

CUTTHROAT MARKETING

A unique marketing competition that simulates the environment of the marketing industry in the form of a game.



IT INCORPORATES

adaptability
knowledge
strategy
quality
speed

40 students

1 case

1 panel

1 winner

∞ marketing solutions



YOUR OPPORTUNITY

to be part of the experience



KEEP IT REAL

only your marketing intuition and skill will help you to deliver useful content.

CHALLENGE

YOUR CREATIVITY

be ready to work under the clock and create content on demand.

A GAME MEANT TO CHALLENGE THE STATUS-QUO

Only strategic and quality marketing decisions can help students move ahead in the game.

It is about critical thinking, adaptability, and marketing intuition.



IT WILL GET COMPETITIVE.

IT WILL GET TOUGH.

IT WILL GET REAL.

You will have to be ready to fight to stay on top of the game.

