

SIMULATION  
**CATALOG**



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# YEARS OF EXPERIENCE IN WEEKS OF TRAINING

Your team needs regular, defined, and measurable training to stay on top of the industry's latest trends. At Stukent, we keep your team on the cutting edge, bringing you robust, engaging training solutions that are easy to implement in any training environment. With hands-on simulations and industry-vetted certifications, you'll always be current when you work with Stukent!

Since 2013, Stukent has helped thousands of young professionals prepare for today's competitive job market, and we're not stopping there. We're here to disrupt the corporate training industry with simulations designed by industry experts. Our MIMIC simulation platform is unlike any other corporate training available – its unique approach allows users to manage real-world job assignments, budgets, timelines, and more in a safe, simulated environment.

## WHAT MAKES STUKENT'S SIMULATIONS VALUABLE?

### THE MIMIC SIMULATION PLATFORM ALLOWS YOUR EMPLOYEES TO:

- Immerse themselves in real-world scenarios
- Manage large budgets without risk
- Receive immediate, actionable feedback and key performance indicators
- Implement best practices and new strategies
- Familiarize themselves with new business functions
- Answer questions from simulated customers and coworkers

### THE MIMIC SIMULATION PLATFORM ALLOWS YOU TO:

- Measure employees' level of competency and mastery
- Let employees experiment without affecting the brand or bottom line
- Gamify training and create friendly, healthy competition

Customized options available upon request.





# MIMIC PRO

## BECOME A PAID ADS MASTER

### KEY FEATURES

**10 rounds**

**Over \$125,000 in ad budget to manage**

**Creation and optimization of search, display, and shopping ad campaigns**

**Imitation of real-world ad building tools**

**Knowledge-checking interactions**

**Individualized feedback every round**

**Unique metrics for each campaign**

### SKILL OBJECTIVES

- Strategic keyword research
- Audience targeting and segmentation
- Conversion design principles
- Marketing campaign analysis
- Compelling ad copy creation
- Budget management
- Experience with search, shopping, and display ads



# MIMIC MARKETING PRINCIPLES

## EFFECTIVE, HANDS-ON MARKETING EXPERIENCE

### KEY FEATURES

**7 rounds**

**Real-world scenarios with robust data**

**Knowledge-checking interactions**

### SKILL OBJECTIVES

- Perform primary and secondary market research
- Analyze budgets and objectives
- Develop positioning statements
- Select products and set pricing
- Create an advertising mix and promotional plan
- Set up distribution channels
- Analyze sales data to optimize pricing



# MIMIC SEO

## OPTIMIZE YOUR SEO SKILLS

### KEY FEATURES

**9 rounds**

**Over two years of SEO results**

**15 off-site strategies to evaluate**

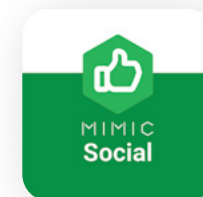
**Fluctuating budgets to allocate**

**Knowledge-checking interactions**

**Individualized feedback every round**

### SKILL OBJECTIVES

- Complete an SEO site audit
- Perform keyword research
- Update metadata
- Optimize landing pages
- Apply on-site and off-site SEO best practices
- Practice building backlinks to increase site authority
- Manage SEO efforts with fluctuating budgets
- Evaluate organic traffic data, ranked keywords, and backlinks



# MIMIC SOCIAL

## THE WORLD'S FIRST SOCIAL MEDIA MARKETING SIMULATION

### KEY FEATURES

**12 rounds**

**Create and promote organic and paid social posts**

**Utilize influencer marketing**

**Tens of thousands of dollars in ad budget to manage**

**Knowledge-checking interactions**

### SKILL OBJECTIVES

- Write targeted social media ads
- Perform demographic targeting
- Utilize promotional strategies
- Measure KPIs
- Manage budgets
- Schedule content



# MIMIC ANALYTICS

A RESUME-WORTHY ANALYTICS EXPERIENCE WITH BIG DATA

## KEY FEATURES

- 9 rounds
- Access to big data sets
- Knowledge-checking interactions
- Individualized feedback every round
- Works with Excel, R, or Python
- Weekly briefings to guide user performance

## SKILL OBJECTIVES

- Transform big data for strategic insights
- Implement A/B testing for a website
- Manage multiple \$10,000 weekly marketing budgets
- Conduct cluster analyses



# MIMIC DIGITAL MARKETING ANALYTICS

A STATE-OF-THE-ART ANALYTICS SIMULATION

## KEY FEATURES

- 10 rounds
- Knowledge-checking interactions
- Individualized feedback every round
- Landing page A/B testing

## SKILL OBJECTIVES

- Effectively allocate budgets to maximize profits
- Calculate and use KPIs, including ROI
- Use web analytics to optimize campaign performance
- Perform A/B testing
- Interpret vanity metrics, impressions, and clicks
- Utilize digital tools and tactics



# MIMIC PROFESSIONAL SELLING

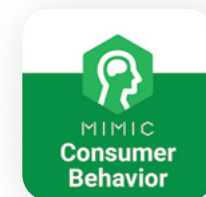
SALES TECHNIQUES THAT CLOSE THE DEAL

## KEY FEATURES

- 13 rounds
- Knowledge-checking interactions
- Video recording functionality
- Individualized feedback every round
- Self-evaluations and peer reviews

## SKILL OBJECTIVES

- Analyze CRM data
- Identify selling opportunities
- Improve customer pipeline funnels via trainings
- Create matrices
- Analyze customer profiles
- Identify appropriate value propositions
- Prepare for and conduct discovery calls
- Address customer needs



# MIMIC CONSUMER BEHAVIOR

SCIENTIFIC STRATEGIES FOR COMPELLING COMMUNICATIONS

## KEY FEATURES

- 7 rounds
- Custom-designed scenarios
- Knowledge-checking interactions
- Individualized feedback every round
- Heat-mapping feature

## SKILL OBJECTIVES

- Select market segments
- Purchase qualitative and quantitative research
- Create consumer surveys
- Analyze focus group and survey results
- Build customer profiles
- Articulate value propositions and positioning statements
- Select social media marketing channels and strategies
- Adjust ad spending and messaging following market disruptions
- Select stylistic elements to craft a campaign guide



# MIMIC MARKET RESEARCH

PRACTICAL, POWERFUL MARKET RESEARCH SKILLS

## KEY FEATURES

15 rounds

Knowledge-checking interactions

Individualized feedback every round

Dynamic product development process

Various types of research purchase options

## SKILL OBJECTIVES

- Analyze research methodologies
- Select findings to guide product development
- Develop effective survey instruments
- Make strategic recommendations from market research
- Develop and distribute surveys
- Build moderator guides for focus groups
- Analyze a focus group recording
- Identify key findings from research
- Calculate sample-size estimates
- Code open-ended survey responses
- Visualize data
- Identify study limitations



# MIMIC MARKETING MANAGEMENT

PLAN, EXECUTE, AND MANAGE MARKETING FUNCTIONS

## KEY FEATURES

8 rounds

Scoring rubrics for each round

Manage multiple brands

Research and strategize without the risk

## SKILL OBJECTIVES

- Create positioning statements and value propositions
- Adjust a marketing mix based on data reviews
- Calculate CLV and CAC
- Analyze revenue and competitor data
- Evaluate and choose big ideas and creative assets
- Allocate a high-level marketing budget
- Design products based on reviews and research
- Craft messaging during a crisis

NEW IN 2022



# MIMIC IMC

MULTIPLE CHANNELS, ONE COHESIVE MESSAGE

## SKILL OBJECTIVES

- Analyze target market demographics
- Allocate \$500,000 in ad budget per round
- Select where in the marketing funnel to target audiences
- Compose targeted positioning statements and brand promises
- Select product descriptions that appeal to target markets
- Allocate campaign budgets to marketing communication mixes
- Select the appropriate channels to reach target audiences
- Analyze metrics to determine the best campaign strategies
- Answer questions from simulated colleagues and customers



# MIMIC CONTENT MARKETING

ATTRACT, ACQUIRE, AND ENGAGE AUDIENCES

## KEY FEATURES

10 rounds

Self-evaluations and peer reviews

## SKILL OBJECTIVES

- Distinguish target market personas
- Plan content based on target markets
- Create blogs, podcasts, and videos
- Research and identify the best keywords for SEO
- Allocate a content budget
- Analyze metrics to determine strategies
- Apply best practices for content execution and creation
- Evaluate peer work and articulate feedback

NEW IN 2022



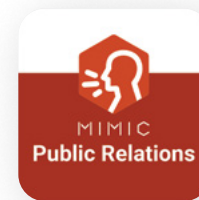
# MIMIC SPORTS MARKETING

HANDS-ON MARKETING TRAINING THAT MAKES THE CUT

## SKILL OBJECTIVES\*

- Identify product issues via data analysis and market research
- Implement product and marketing recommendations
- Understand the role of endorsements
- Analyze and select creative briefs for a new product
- Design and launch a new product
- Appraise various athletes to endorse a product
- Manage a brand crisis
- Develop negotiation strategies and skills

*\*Simulation content subject to change*



# MIMIC PUBLIC RELATIONS

REAL-WORLD PUBLIC RELATIONS PREPARATION

## KEY FEATURES

**7 rounds of real-world PR scenarios**

**Instant, comprehensive feedback each round**

## SKILL OBJECTIVES

- Pitch to media contacts
- Analyze media contact information
- Evaluate target audience research
- Communicate in public relations crises
- Write a press release
- Demonstrate effective use of content sequencing
- Develop knowledge of Associated Press style
- Select responses to social media and ethics-based questions
- Utilize social media in communication

NEW IN 2022



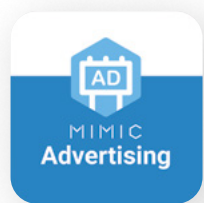
# MIMIC CRISIS COMMUNICATION

PREPARE FOR ANY COMMUNICATIONS CHALLENGE

## SKILL OBJECTIVES\*

- Implement preemptive strategies, including stealing thunder, bolstering, corporate social responsibility (CSR), and inoculation
- Select call center statements for various crises
- Compose emails to affected customers and employees
- Respond to negative comments on social media
- Make decisions regarding supply during a crisis
- Prepare scripts for, and participate in, news conferences and interviews
- Build customer trust through process improvements and promotions
- Integrate process improvements to prevent crises from reoccurring

*\*Simulation content subject to change*



# MIMIC ADVERTISING

HANDS-ON APPLICATIONS FOR MAJOR ADVERTISING CONCEPTS

## KEY FEATURES

**10 rounds**

**Build a communications brief**

## SKILL OBJECTIVES

- Analyze demographic and psychographic consumer data
- Identify characteristics of a target persona
- Arrange statements into SWOT analysis categories
- Create positioning statements and value propositions
- Select key components of a communications brief
- Recommend a big idea to guide advertising efforts
- Analyze media channel research to plan outreach
- Allocate an advertising budget
- Evaluate campaign advertising
- Respond to questions on legal and ethical issues

NEW IN 2022

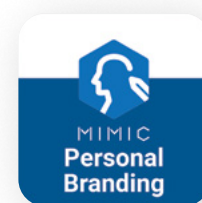


# MIMIC BUSINESS COMMUNICATION

PUT BUSINESS COMMUNICATION CONCEPTS INTO PRACTICE

## WHAT MAKES THIS SIMULATION VALUABLE

Great communication skills are the foundation for success in any industry. With Mimic Business Communication, students will develop their written, spoken, and nonverbal communication methods as well as practice good business etiquette. Over 10 rounds, students will secure professional references, analyze job postings, create a résumé and cover letter, prepare for interviews, develop an elevator pitch, and much more.



# MIMIC PERSONAL BRANDING

HELP EMPLOYEES CULTIVATE THEIR PERSONAL BRANDS

## KEY FEATURES

**7 rounds**

**7 personal activities**

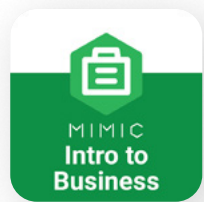
**Practice using proper brand voice**

**Build a portfolio of personal branding work**

## SKILL OBJECTIVES

- Grow an influencer's personal brand
- Reply to social media comments in brand voice
- Evaluate partnership proposals and craft responses
- Create introductions to influencers
- Select messaging to deal with crises
- Plan and execute activities to build a personal brand





# MIMIC INTRO TO BUSINESS

## HANDS-ON BUSINESS BASICS

### KEY FEATURES

**16 rounds**

**Utilize business strategies to reduce costs and increase revenue**

**Valuable experience in human resources, finance, supply chain, and marketing**

### SKILL OBJECTIVES

- Forecast operating income
- Attract top talent
- Build a strong supply chain
- Choose retailers to maximize profit
- Select ideal investments and promotions
- Articulate value propositions
- Create effective marketing strategies
- Allocate ad spend
- Select employee benefits
- Address buyer objections
- Evaluate elevator pitches

NEW IN 2022



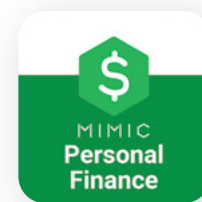
# MIMIC ENTREPRENEURSHIP

## TESTED ENTREPRENEURSHIP STRATEGIES THAT WORK

### SKILL OBJECTIVES\*

- Apply tactics for self-reflection that support entrepreneurial behaviors
- Perform market research
- Create a target persona and value proposition based on research analysis
- Order sample products and test their performance in the market
- Manage a budget that includes living expenses, placing product orders, ad spending, and hiring employees
- Manage inventory based on sales performance and budget restraints
- Secure investment funds
- Peer review investment pitches
- Negotiate with brick-and-mortar stores to carry inventory
- Hire employees and designate their roles

*\*Simulation content subject to change*



# MIMIC PERSONAL FINANCE

## MONEY MANAGEMENT MADE EASY

### KEY FEATURES

**13 rounds**

**Experience personal finance like never before**

**Practice personal finance principles without the risk**

### SKILL OBJECTIVES

- Manage finances, track budgets, and pay bills
- Employment
- Insurance
- Revolving and personal credit
- Taxes
- Homeownership
- Charitable giving
- Investing

**STUKENT**

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