



Escuela Superior de Gestión Comercial y Marketing ESIC
Avenida de Valdenigrales, s/n (Edif. ESIC), 28223 - Pozuelo de Alarcón, Madrid (España)
NIF Q-2800828B

Basis of Global Marketing Competition Edición 2011 - 2012

The basis of this contest are available to participants in www.globalmarketingcompetition.com

FIRST .- Organizer

School of Business Management and Marketing ESIC (hereinafter the Organization)

SECOND .- mode competition

The winner will be chosen by an expert jury.

THIRD .- Registration dates and dates of the competition

Registration Dates

Enrollment in the GLOBAL MARKETING COMPETITION will start in September and will run until 13th October 2011 at 00:00 AM hours Madrid GMT for GPA participants.

Enrollment in the GLOBAL MARKETING COMPETITION will start in September and will run until 08th March 2012 at 00:00 AM hours Madrid GMT for GPB and GPC participants

Competition Dates

The competition starts on 18 of October 2011 and ended on 22 of December, 2011 for GPA participants.

The competition starts on 13 of March 2012 and ended on 18 of May, 2012 for GPB and GPC participants.

FOURTH .- Participation & Registration

Legitimation

Participation in the GLOBAL MARKETING COMPETITION all university students enrolled in the final or penultimate year students or students in graduate programs (master's or doctoral) in any university or business school during the 2011-2012 academic year.

Exclusions

May not participate in the 2012 edition of GLOBAL MARKETING COMPETITION finalists or winners of previous Open Business Games organized by ESIC BUSINESS & MARKETING SCHOOL (Business Marketing Game, Global Marketing Game, Game and China Latin Marketing Marketing Competiton, Business Marketing Competition) or have used simulators MMT.

Participation Team

The participation will take place in teams, who will settle for a minimum of two and a maximum of three.

Each team shall appoint one member as "responsible" to receive and send any information regarding the contest generates. The team must include an email address with a mailbox capacity of not less than 10 MB to communicate with the organization during the course of the competition. The only person responsible will be valid for the purposes of receiving and transmitting the information to the sending organization.

Requirements for participation

It will take the following minimum benefits:

- Internet connection.
- E-mail address.
- Browsers: Internet Explorer 6.0 or higher, Firefox 1.04 or higher, Safari 1.2 or higher.
- JavaScript enabled in your browser.
- PDF File Reader (Acrobat Reader, xpdf, KPDF, etc.)..

It will take two days from that ESIC has validated registration of the team so that team members are familiar with the rules of the competition and the operating instructions and the stage.

Registration

Registration will take place only through the web site www.globalmarketingcompetition.com, completing the relevant form in full and truthful. The Organization reserves the right to automatically disqualify those who give false or incomplete.

The organizers reserve the right to validate the information submitted by the teams at any time and may require copies of the identity card, student card or other it sees fit.

Acceptance of Bases

Participants should have accepted these rules and each of its terms, including privacy policy.

FIFTH .- Conditions for participation

- 1 .- will be rejected registration forms illegible, incomplete or received after the deadlines.
- 2 .- The participants are required to check their identity documents necessary for the organization.
- 3 .- The organizers reserve the right to verify, by means necessary, the identity of the participants.
- 4 .- In any case the same person may participate in more than one computer. Doing so will mean the elimination of competition from both teams in which the person was registered. In addition, the person will be banned to participate in the future in any of the competitions organized by ESIC.
- 5 .- The organizers have no responsibility for access to the servers where they will conduct competition and is produced by faults in wiring, in enrutadores; in first level nodes, or any other cause.
- 6 .- Participation in GLOBAL MARKETING COMPETITION implies express acceptance of these rules, the participants' behavior code that is described in Annex One of this document and the technical criteria for programming and the competition process.
- 7 .- Any violation of the rules (rules, code of conduct and regulation) of the competition will lead to the elimination of the participant and / or equipment in question.
- 8 .- Any complaints about the performance of teams and their classifications, and any other matter related to the development of competition, so be settled without appeal by the Organization and in accordance with the criteria established in the rules deposited notary.
- 9 .- The organizers reserve the right to expel any team should identify any irregularities before or during competition.
- 10 .- The organizational decisions are final and no appeal by the teams.

FIFTH .- The Dynamics of Competition

This competition will have 2 stages:

- 1 .- Stage on line. It will run from the beginning to the stage prior to the final. Contestants teams develop different stages of the competition through the network, according to what is explained in the following paragraphs.
- 2 .- Phase-face, applies only to the finalists, and will develop the city that the organization reports on time.

Methodology

Referred to as "COMPANY" to each participating team. Each team will participate in the various stages of the contest, in a real market made up of six companies including his own, and to be known as Simulation. "

There will be three main groups SIMULATIONS

GP A: LATIN AND AMERICA

GP B: EUROPE, MIDDLE EAST and AFRICA

GP C: ASIA, OCEANIA

Each company must develop a management plan for the horizon of one year from the same situation (balance sheet) and with the same data (STAGE).

The "responsible" for each team entered will receive via email, immediately before the start of the competition, regulations and rules in the same ("Rules of the competition"). This charge is committed to

forwarding the rest of the team the documentation provided by the organization. The organization is not liable in case the charge does not fulfill its commitment to keep your team informed of the conditions and other aspects of the competition.

The organization provides information via email the user (USER NAME & PASSWORD) required to access the simulator at each participating team responsible for the beginning of each stage of the competition. After processing in the simulator the decisions made by the teams, the results will be activated so that participants can access them with your user information (USER NAME & PASSWORD). Each firm know the results of its competitors, except those that can be obtained through market research studies. In view of these results, participants must develop a new management plan for a new year, which results in some new results, which follow the same process as above.

Calendar

In general schedule identifies the start and end of the competition and describes the operating method of receiving and processing the decisions of the participants and enabling access to the results by the Computer Center.

The overall timetable is indicative and may vary the dates of delivery and receipt of results, depending on the group that has been assigned to each of the teams. The final schedule of each group will be notified by the organization before the competition starts.

Receiving decisions

On line in phases, decisions must be made before (TIME TO BE CONFIRMED) Madrid GMT the day prescribed in the schedule. We do not accept delays and the organization is not liable for defects. The closing time may be advanced to or delayed if the organization it saw fit.

Activation of the results

On line in phases, the activation of results will be held at (TIME TO BE CONFIRMED) GMT Madrid appointed day in the calendar. The closing time may be advanced or delayed if the organization it saw fit.

Competition Stages

The competition has four stages:

- Final Round: 3 Management Plans.
- Quarterfinals: 6 Plans of Management.
- Semifinal: 7 Management Plans.
- Final: Defense of a business plan of the decisions taken at the semifinal stage before the jury (in person).

At the end of each phase, the game will start again, although the teams will be reorganized into new simulator.

Classification Criteria

The classification system is given by Profit, which corresponds to the sum of profit in each phase. Each phase will begin with zero profit.

Maximum Profit give the team that has achieved the first position and thus, in order from largest to smallest, until the team that obtained the lowest in each phase.

Will qualify for the Semifinal:

- GP A: The 12 teams with highest accumulated profit.
- GP B: The 12 teams with highest accumulated profit
- GP C: The 12 teams with highest accumulated profit

If using this method is not yet possible to complete the thirty-six teams in the Semifinals, the organization reserves the right to use the method it considers appropriate.

Will qualify for the Final:

- GP A: The 2 teams with highest accumulated profit of each simulation group.
- GP B: The 2 teams with highest accumulated profit of each simulation group.
- GP C: The 2 teams with highest accumulated profit of each simulation group.

If using this method still can not complete the 6 teams in the Final, the organizers reserve the right to use the method it considers appropriate.

Final Positions

- The final positions are decided by the competition jury, having heard the defense of the business plan. If at any stage detects that the organization is not participating team will be eliminated.

Final of the competition

The final GLOBAL MARKETING COMPETITION character will face, and governed by the following structure and rules:

- The order of presentation will be random.
- There will be two shifts of exposure, each shift shall consist of three teams.
- The maximum length of exposure will be twenty (20) minutes per team and ten (10) minutes for questions asked by the jury if so required.
- The contents of the exhibition will be a business plan that will have to defend the decisions taken at the semifinal stage.
- All team members are required to attend and exposing part of the business plan. If a team member could not appear (except force majeure) finalist team, would be replaced by the team that got in his GP the next couple Profit.
- The defense business plan will be presented in English or Castilian.
- Teams may use the computer or visual means they deem appropriate.
- Once the defense business plan for equipment, jurors will meet to deliberate and decide the final standings. That decision is final.

Both for the defense of the Business Plan to the act of the awards ceremony participants must be dressed appropriately. Men with suit coats and ties and women with equivalent

SIXTH .- Care participants

Attention to the participant shall be conducted only through email, which the organization will provide an email account to contact the participant's attention.

The resolution of possible queries will be answered as soon as possible. However, the organization reserves the right not to answer if it deems that such a response gives the team a competitive advantage over other participants.

SEVENTH .- Description of prize

The awards of the 2012 edition of GLOBAL MARKETING COMPETITION, are:

[I] Travel for all team members for three days in which the city will develop the final of the competition. The name of that city will be informed in due to the participating teams.

The trip includes:

- 1 .- return ticket in economy class to the destination city.
- 2 .- Accommodation
- 3 .- Breakfast

The prize does not include other concepts such as personal expenses.

[II] MS in ESIC BUSINESS & MARKETING SCHOOL for each finalist team members, ranked first. The enrollment of the Master, equivalent 1000 euros (1000 €) will be paid by participants.

The master can be made on any city where ESIC has training centers. In the event that the master is in English, should be undertaken only in Madrid.

The master must be enjoyed immediately following the call (October or January) the conclusion of the final. Winners must meet the academic conditions required by ESIC Business & Marketing School.

[III] Cash prizes

First Team Qualified: 12.000 €

Second Team Qualified: 6.000 €

Third Team Qualified: 3.000 €

Ranked fourth team: 2.000 €

Ranked fifth team: 1.000 €

Ranked sixth team: 600 €

Cash prizes are unique numbers for each team, to be shared among all team members, as they see fit.

* There is a retention of 18% of the value of the prize money for the Treasury.

In the event that the winning team or one of its members did not accept the prize, or fails to comply with the requirements of these rules and its code of conduct, so that the organization eventually decided not to grant the award, or for any other reason is unable to receive it, the Organization reserves the right to declare it void.

EIGHTH .- Conditions of the awards

- If for any reason outside the organization, had not planned availability of prizes, the Organization reserves the right to substitute others of equal or higher cost.
- Prizes are nontransferable.
- Prizes can not be redeemed for cash or for any other prize.
- It is forbidden to market and / or sale of the prizes.
- The Organization is not responsible for the use of the prizes do the winners
- It is strongly recommended that you find out the winners of the city in which it was made, and if necessary, obtain their own travel insurance, having a valid passport and all necessary travel documentation. In any case School of Sales and Marketing Management will not assume any responsibility for the lack of insurance or documentation previously required.
- All taxes and fees related to award of this promotion or those additional costs or delay motivated by negligence of the winners, will be realized unless he otherwise would have expressly stated in these rules. Shall be borne by the winners all expenses related to upgrades and extras that do not correspond with the prize detailed in these rules.
- In accordance with the rules of the Income Tax of Individuals, awards for participation in games, contests, sweepstakes, or random combinations related to the sale or promotion of goods or services are subject to withholding or income on account provided that the prize value exceeds 300 Euro.

EIGHTH .- Image Rights

The winners authorize the School of Business Management and Marketing ESIC to reproduce and use your name and other data, and its image in any contest related activity or ESIC, without such use remuneration right conferred or any benefit with the exception of the awards obtained. Winners expressly authorize the College of Business Management and Marketing ESIC for the purpose of publishing both your name as their surname in the respective website.

NINTH .- INTELLECTUAL PROPERTY

The contestants assign all rights of exploitation on its work, the result of the competition, without compensation of any kind, Graduate School of Business Management and Marketing ESIC, especially the rights of reproduction, distribution, processing and public communication exclusively with power transferred to third parties, and throughout the period allowed by applicable law. The scope of the assignment is global.

TENTH .- Limitation of Liability

In addition to the already established on the limitation of liability, Graduate School of Business Management and Marketing ESIC is not responsible for:

- By the use of the prize that the winners can do.
- For services that third parties should pay the winners, relative to the competition prizes.
- By the late winner in the withdrawal of the prize according to the instructions provided by the organization.
- For the incidents that may occur during the journey to the city in which he made the final of the competition, including incidences of airlines, airports, and in general for any incident occurring during the trip, either in public places or place accommodation, and in which the organization has no responsibility in that capacity.

ELEVENTH .- Reservation of Rights

In addition to those provided in previous clauses, on the reserved rights of the organization:

- School of Business Management and Marketing ESIC reserves the right to disqualify those who are misusing the competition, making fraudulent or detrimental to other participants. If the School of Business Management and Marketing or any entity which is linked to these competing professionally detect any anomalies or suspect that a participant is preventing the normal development of it, altering its exposure through any computer resource, or conducting any fraudulent acts that contravene its transparency, Graduate School of Sales and Marketing Management reserves the right to disqualify and even collect the prizes automatically and without explanation of any kind, to all those participants who have benefited directly or indirectly this type of fraudulent behavior and may also exercise all civil or criminal actions that may be appropriate. The same penalty applies to those who violate the Code of Conduct of the competition that is provided in Annex One.

- In this sense, Graduate School of Business Management and Marketing ESIC states that has established the appropriate mechanisms and technological support to detect any possible fraudulent conduct, or intentional anomalous that seek to alter the normal participation.

- School of Business Management and Marketing ESIC reserves the right to change or add attachments on the mechanics and subsequent awards of the competition provided that they are justified or not harm to participants, and communicate them properly.

- If the competition can not be performed either by fraud detected, technical errors, or any other purpose that is not controlled by School of Business Management and Marketing ESIC, and which affects the normal development of it, High School Business Management and Marketing ESIC reserves the right to cancel, modify, or suspend, without requiring participants to liability.

TWELFTH .- Other considerations

"The claims period ending 2 calendar days since it was made known the result.

"The help of teachers or people outside the group should be limited to general information. If the organization deems excessive aid will consider the expulsion of the team.

"Team members are not allowed to contact journalists or media without the express permission of the organization. Otherwise, the organization will consider the expulsion of the team.

- Teams registered for whatever reason can not continue in competition, they should communicate to their low globalmarketingcompetition@esic.es

THIRTEENTH .- Privacy Policy

Personal data will be collected by Escuela Superior de Gestión Comercial y Marketing ESIC for the purpose of managing the participation and development of the competition, therefore the data for registration must be truthful.

The recorded data will file belonging to a School of Business Management and Marketing ESIC, adapting to the Organic Law 15/99 of 13 December on the Protection of Personal Data. School of Business Management and Marketing ESIC states that have taken technical and organizational measures to protect data according to Royal Decree 1720/2007 of 21 December, approving the Regulations implementing the Act 15 / 1999 of 13 December on the protection of personal data.

In compliance with the Law of Services of the Information Society and Electronic Commerce, the user declares his consent expressly School of Business Management and Marketing ESIC to send you advertising their products even by email or by other equivalent means or similar. To unsubscribe send an e-mail to globalmarketingcompetition@esic.es "SUBJECT BUSINESS MARKETING LOW COMPETITION"
To exercise your rights of access, rectification, opposition or cancellation of your information, send your request along with photocopy of ID or passport for both sides, School of Business Management and Marketing ESIC Valdenigrales Avenue, s / n (Bldg ESIC), 28223 - Pozuelo de Alarcón, Madrid (Spain).

FOURTEENTH .- Applicable legislation

As appropriate, shall apply to the Spanish competition legislation in force.

FIFTEENTH .- Bases tank before a Notary

School of Sales and Marketing Management states that the legal basis of this competition will be deposited in a timely manner before the Notary of the College of Notaries of Madrid, Don Miguel Ruiz-Gallardon with business address at Balboa Street, No. 54, 1 left. 28,001 of Madrid.

SIXTEENTH .- Acceptance of rules and Jurisdiction

Participation in this competition implies full acceptance of these rules and submission expresses the interpretive decisions made by the same School of Business Management and Marketing. It may request a written winners accepting all terms and conditions of competition. All disputes arising under these rules, shall be settled by the Courts of Madrid.

ANNEX ONE: CODE OF CONDUCT

COMPETITION The business marketing is very proud of the quality of its competitors, institutions, organizations and other community members involved in the event.

To make the competition an enjoyable experience for everyone, organizers require that competitors adhere to a set of guidelines known as the Code of Conduct.

The purpose of this code is to clarify expectations and identify actions that are regarded as violations and thus assist the competitors in the understanding of the consequences of their actions.

These standards apply to all the competitors:

- competitors are expected to abide by the rules and bases of the competition and accept the decisions it takes according to the organizing committee.
- competitors are expected to show respect for other participants (face-phase), staff, volunteers and other members of the organization, displaying the necessary decorum at an event in this category.
- Violations will be considered abusive or profane language, or try to cheat, signs of bad character or

disrespect to other competitors (for attendance phases), staff, volunteers and other members of the organization and any other behavior deemed detrimental influences the best interests of the competition.

- The use of mobile phones, pagers (for people), radios or other means of communication with the outside are prohibited in the face of the competition stages.
- Participants must agree to the disposal in any stage of the competition, with dignity.

VIOLATIONS OF THE CODE OF CONDUCT, RULES AND / OR RULES OF THE COMPETITION

If any violation occurs during the event, the participant must comply immediately with the code, rules and / or bases of the competition. This must be done without delay and the code must be maintained thereafter.

PENALTIES

The first offense may warrant a warning or disqualification, the second will result in immediate disqualification of the participant.

DISCIPLINARY ACTIONS

The Directorate of the competition will be the final authority in disciplinary matters or disqualification. Its decisions are final in all cases.