



# Marketing

## Marketing Management Business Simulations

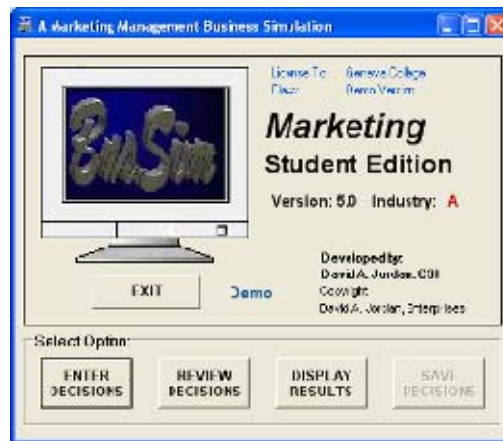
These simulations are designed to help students learn the critical role of marketing management in a small manufacturing business. Several products are produced by the manufacturing facility. Twelve quarters of simulated operation are provided with these simulations. The student/teams are responsible for setting Marketing strategy and making all the operational level Marketing decisions. These simulations are available in three editions. The Student edition is designed to play as part of a class with the instructor administering rounds of play. The Stand Alone edition is designed to play against nine computer players and can be played multiple times. Each of these editions use the Windows environment. The Web edition is designed to play in a browser on the Internet. It can be played multiple times and the user plays against nine computer competitors.

### Decisions include:

- Advertising
  1. TV
  2. Radio
  3. Newspaper
  4. Magazine
  5. Internet
- Channel Distribution
- Promotion
- Price
- Quality
- Research & Development
- Market Research Studies
- Sales Force
- Forecasting

### Reports Include:

- Financial Statements
- Market Research
- Performance Summary



**BusSim Marketing Business Simulation (Web Edition)**

Current Decisions		Optional Decisions		Current Outcomes	
Advertising (\$000)	100	Advertising Media	Distribution	Demand	210,552
Promotion (\$000)	100	Product Pricing	Sales Reps	Sales	205,621
Quality (\$000)	100	Market Research		Production	240,000
R and D (\$000)	100			FG Inventory	34,379
Expansion (000)	0			Capacity	250,000
Loan Pay (\$000)	0			Profit	\$315,746
T-Bill (\$000)	0			Delivery	97.66%
				Market Share	9.94%

Quarter 1

Industry Averages									
Quarter	Advertising	Promotion	Quality	RandD	Expansion	Production	Sales	Revenue	Profit
1	\$166,807	\$130,824	\$152,062	\$128,876	0	222,000	206,949	\$6,810,191	\$610,715

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## BusSim Business Simulations

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