



**IMMERSIVE.**

**ENGAGING.**

**PRACTICAL.**

A Real World Multiplayer Marketing Game for Practical Learning

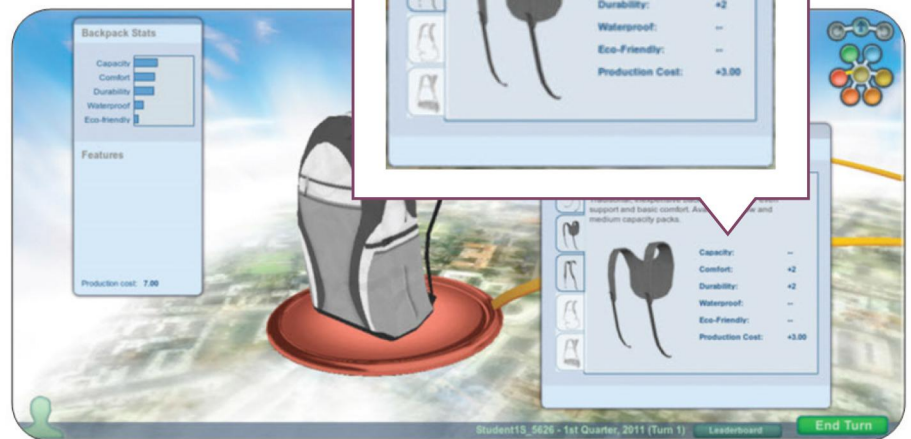
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**//CODiE//**  
2013 SIIA CODiE FINALIST

# Engage Your Students Through Practical Learning

Practice Marketing is a 3D, multiplayer strategy game that engages students with the key concepts of marketing in a compelling game environment while remaining academically and pedagogically sound. Students learn by doing what it takes to be an effective marketing manager.



Practice Marketing is based on the framework of the 4 Ps of product, price, place and promotion. Students are required to create a product, a backpack, and launch it to market successfully by making smart choices regarding their target market segment, distribution channels, pricing and promotional message.

Students conduct competitive research by analyzing their competitor's choices. The game keeps track of each player's market share in the target segment and students also receive feedback from their customers for further analysis.



# Designed to be Textbook Agnostic

Practice Marketing is a standalone product that runs online. Practice Marketing allows students to play in multiplayer or single player mode and is turn based, so students have an opportunity to analyze their data and fine tune their choices.

Instructors set the criteria for victory in the game. For example, each instructor determines a weighted score for a variety of outcomes including net profit, revenue, unit sales, market share, among others, which help students understand the business impact made from marketing decisions.



# Encourage Critical Thinking and Teamwork

Every activity in the game is tracked, and reports and charts are generated for the student and instructor. Powerful assessment, reporting and debriefing tools are available. Practice Marketing takes a holistic approach to marketing and players must pay equal attention to the 4 Ps and balance them effectively, just as real world practitioners would.

Data is retrieved by student or team, and includes a peer review component for incorporating team reporting dynamics into the simulation. Instructors and students report that the game increases engagement in a marketing course whether online or face to face.

The screenshot shows the 'End Turn Summary - Q1 2011' interface. It is divided into several sections: 'Product' (with a shoe icon), 'Place' (with icons for distribution agreements), 'Targeted Segment' (Outdoor Enthusiasts), 'Promotions' (Total Spent: 6,190.00, Percent of Revenue: Advertising Buys, Outdoor Adventure Magazine, Online News, Wilderness Cable Network, Top 40, Positioning Messages: Fun, Tough, Peak Performance), 'Price' (MSRP: 25.00, Production Cost: 7.00, Margin: 18.00), and 'Actions This Turn' (a list of student actions like 'Student113\_SG28 added a distribution deal with Direct'). At the bottom, there is a 'Critical Thinking' section with a question: 'Which target segment looks the most promising and why?' and a text input field for the answer. There are also buttons for 'Confirm Marketing Plan', 'Please Answer Question', and 'No - Reverse Strategy'.



# Thinking of adopting Practice Marketing? IT'S EASY!

1.

Contact your McGraw-Hill sales representative for a demonstration or signup for a Webinar at [www.mhhe.com/learnpracticemarketing](http://www.mhhe.com/learnpracticemarketing).

2.

Provide ISBN: 9780078029035 to your bookstore to order the access cards for students. Students are also able to purchase direct from the course-specific registration page.

3.

Enjoy one-on-one product training from McGraw-Hill Education's Digital Success Team.



Ultimately, *Practice Marketing* improves student understanding of how concepts in the Marketing course are integrated to achieve business results.

*Practice Marketing* is the first in McGraw-Hill Education's series of multiplayer strategy games for practical learning.

Others include:

- Government in Action
- Operations
- Medical Office
- Spanish: Study Abroad

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