

MixPRO Simulation

Website

web.stratxsimulations.com/simulation/a-marketing-mix-simulation-software

Summary

MixPro is a marketing mix simulation software that simulates and analyzes the marketing mix variables of a business. These tools help marketers and businesses understand the impact of different marketing strategies on various elements of the marketing mix, such as product, price, promotion, and distribution.

Who can use this service?

WCOB Marketing & SCM

How do I purchase a license?

MixPro is purchased at the departmental level. Faculty, Staff, and students must receive permission from their department chairperson before purchasing this software.

How do I obtain a license?

Students in MKT 4650 should contact Ashley Carver or Mandy Southern in the Walker College of Business to obtain a license. All other users must submit an IT Acquisition request at <https://support.appstate.edu/help>.

Internal Data (Requires Login)

Status: Active

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