

# Markstrat Marketing Simulation

## Website

[web.stratxsimulations.com/simulation/strategic-marketing-simulation](http://web.stratxsimulations.com/simulation/strategic-marketing-simulation)

## Summary

Markstrat is a marketing simulation software that offers students a risk-free platform to test strategic theories and make decisions. During the simulation, students will be able to manage established and emerging markets, conduct market and competitor analysis, access essential marketing tools, participate in research and development, see how the product portfolio and launches work, and participate in sales and distribution strategies.

## Who can use this service?

Students in Jim Stoddards Marketing Class

## How do I purchase a license?

Certified instructors can purchase codes directly from their website.

## How do I obtain a license?

Students should reach out to Jim Stoddard to obtain a code to access the simulation.

## How do I request this service?

Other instructors who wish to use this service should submit an IT Acquisition request at <https://support.appstate.edu>

*Internal Data (Requires Login)*

Status: Acquired

07/11/2023 09:54:08