

Practice Marketing

Training Guide

This training guide, developed in partnership with subject-matter experts will walk you through the fundamental and most critical steps to getting started. Upon mastery of this content, you will be ideally suited to set up, modify, and deliver a course that drives the outcomes you and your students desire.

For additional training resources, please visit
www.mhpractice.com



Practice Marketing Training

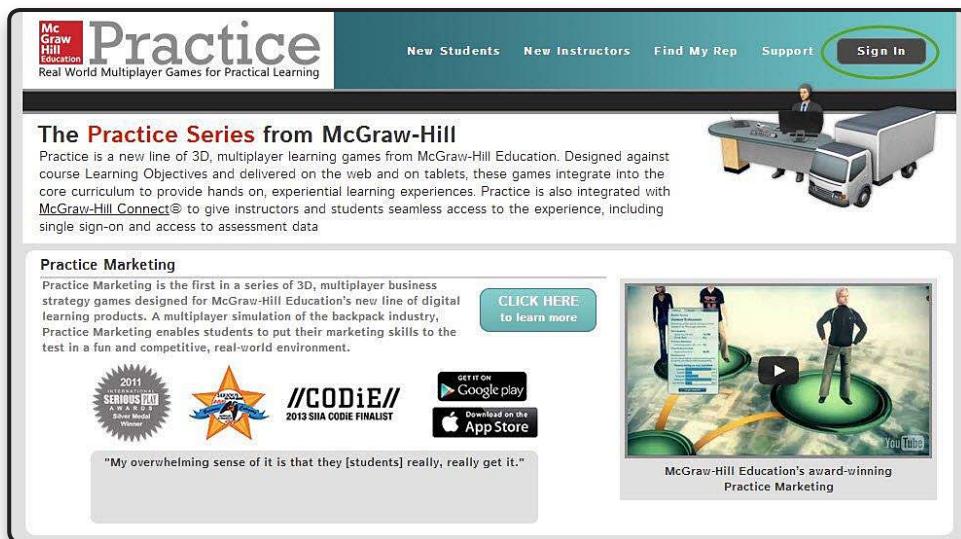
Refer to these sections for information on:

- Game creation and administration
- Syllabus integration
- Student registration

Game Creation and Administration

Instructors gain access to Practice Marketing in one of two ways:

- Directly from www.mhpractice.com or



The screenshot shows the main landing page of the Practice website. At the top, there's a navigation bar with links for 'New Students', 'New Instructors', 'Find My Rep', 'Support', and a 'Sign In' button, which is circled in green. Below the navigation, there's a large heading 'Practice' with the tagline 'Real World Multiplayer Games for Practical Learning'. To the right of the heading, there's an illustration of a person at a desk with a computer monitor and a truck. A section titled 'The Practice Series from McGraw-Hill' describes the product as a new line of 3D, multiplayer learning games designed against course Learning Objectives and delivered on the web and on tablets. It integrates into the core curriculum and is also integrated with McGraw-Hill Connect®. There's a 'CLICK HERE to learn more' button. On the left, there's a badge for '2011 SERIOUS PLAY AWARDS Gold Winner' and another for '2013 SIA CODIE FINALIST'. On the right, there's a screenshot of the game interface showing two characters in a virtual environment with a video player overlay. Below the screenshot, it says 'McGraw-Hill Education's award-winning Practice Marketing'.

- Through the single sign-on access point within their Connect Marketing course (for Principles of Marketing and Marketing Management courses only). Once you have determined which location you enter Practice Marketing, it is a best practice to continue to use this point of access.

Once logged in through either site, the first steps in creating a course are:

1. Add course

The screenshot shows the 'Practice' website interface. At the top, there's a header with the 'McGraw-Hill Education' logo and the word 'Practice'. Below the header, it says 'Real World Multiplayer Games for Practical Learning'. On the right side of the header, it says 'WELCOME AARON' and has a 'Sign Out' button. Underneath the header, there's a navigation bar with links for 'What is New', 'Settings', 'My Account', and 'Support'. The main content area is titled 'Courses' and features a prominent red 'Add Course' button at the bottom right, which is circled in red.

2. Choose Practice Marketing from the dropdown menu
3. Provide a course name (such as MKT 301)
4. Provide a section name (such as Fall 20XX)
5. Click submit

This screenshot shows the 'Create Course' form on the Practice website. The form has fields for 'Product' (with a dropdown menu showing 'Practice Operations Management', 'Practice Marketing', 'Government in Action', and 'Practice Government'), 'Course Name' (containing 'Marketing Demo 1'), 'Section Name' (containing 'Training Guide'), and a 'submit' button. Red arrows point to each of these three fields. At the bottom of the form, there's a note about the Sandstone Player and a copyright notice.

Game Creation

1. When a section is created, an automatic assignment is also created. Click on the section name that you have created in the steps above.

This screenshot shows the 'Courses' page on the Practice website. It lists a single course entry: 'Marketing Demo 1 : Practice Marketing'. This entry includes a link to 'Edit Course', a link to 'Add Section', and two status indicators: '0 Students' and '0 Assignments'. To the right of the course entry, there's a sidebar with links for 'Practice Marketing', 'McGraw-Hill Practice Manuals', and 'Instructor Manual'. A red arrow points to the course name 'Marketing Demo 1 : Practice Marketing'.

2. A new window will open where you can find the link needed to invite your students to participate in this section.

Note: After you have added your course, you may begin creating assignments. You can also wait to create assignments until after all your students have registered if you prefer to manually create games or teams of students.

Create Assignment

In order to create an assignment, first choose the **Create Assignment** button from your section homepage.

The screenshot shows the Practice homepage with the title "Marketing Demo 1: Training Guide". Under this title, there are two sections: "PRACTICE MARKETING" and "PRACTICE MARKETING INDIVIDUAL". Each section has a "Sample the Game" button and a "Create Assignment" button. A red arrow points to the "Create Assignment" button in the "PRACTICE MARKETING" section. Below these buttons, there is a box containing a URL and instructions to invite students. A green oval highlights this URL area. At the bottom of the page, there is a "MANUALS" section with four buttons: Teacher Manual, Student Manual, First Day of Class, and Under the Hood.

Next, follow these six easy steps:

1. First, provide a name and description for your course.

The screenshot shows the "Practice Marketing - Create Assignment for Training Guide" form. The top navigation bar includes "Home", "Marketing Demo 1: Training Guide", and "Create Assignment". The main form has tabs at the top: 1. Name, 2. Assign, 3. Schedule, 4. Settings, 5. Score, and 6. Review. The "Name" tab is active, showing a "Name:" field with "Game 1" and a "Description:" field with "Example Game". A red arrow points to the "Description:" field. At the bottom of the form are "cancel", "save & exit", and "continue >" buttons. A green oval highlights the "continue >" button. A footer at the bottom of the page contains copyright information and a note about the Sandstone Player.

- Second, determine if you will have students playing as individuals or as teams. A minimum of one and a maximum of six individuals can be on one team with a minimum of one and a maximum of six teams in a single game. Within the select team's box, you are able to assign each student to their teams and games.

Practice Marketing - Create Assignment for Training Guide

1. Name 2. Assign 3. Schedule 4. Settings 5. Score 6. Review

[back](#) [cancel](#) [save & exit](#) [continue >](#)

Assign Mode

Enable Open Enrollment If Open Enrollment is enabled all students registering prior to the Start Date/Time of the Assignment will automatically be added to the Assignment. Students registering after the Start Date/Time will not be added to the Assignment.

Assign Individuals Assign Teams

Populate Games

Number of Students per Game: Max: 6 [Add All](#)

Edit Games

[Unassign All](#) [Add Game](#)

Games

[back](#) [cancel](#) [save & exit](#) [continue >](#)

- If you choose to allow for open enrollment, the students will be placed into a team (if applicable) and a game and then all games will begin at the same time. Games will automatically be created to accommodate the number of students or teams you have in your course.

Note: Students will not immediately see or access the game until the set assignment start date and time.

- There are three turn types:

- Scheduled—Turns will end on the schedule set up by the instructor. You may set the time of day for the turns to end and which days of the week to end turns on.
- Manual—Turns will end when all players have clicked **End Turn** in the game.
- Instructor controlled—Turns will end when the instructor clicks **End Turn** on the Assignment page.

- If you choose to use open enrollment in your course, be sure to set the start time for after the date when you expect all students will have registered by. If students are not registered by then, they will have to manually be added to a team or company. **Note:** The time of day will be listed in coordinated universal time (UTC). You can adjust your default time zone by going to the settings in the upper right part of the screen.
- Select the number of turns of the game. A minimum of six turns is recommended.

Practice Marketing - Create Assignment for Training Guide

Turn Type: Scheduled

Scheduled: Turns will end on the schedule set up by the instructor. You may set the time of day for the turns to end and which days of the week to end turns on.

Set Scheduling

Start: Later

Start Date: 06/12/2014

Start Time: 5:00 pm CDT

Number of Turns:

Time of Day: 1:00 am CDT

SUN	MON	TUE	WED	THUR	FRI	SAT

- Next, determine which of the parameters you would like to set for your game.

Practice Marketing - Create Assignment for Training Guide

Set Game Parameters

Questions: ON Market Events: ON Tutorial: ON

Questions: OFF Market Events: OFF Tutorial: OFF

1 2 3

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The Sandstone Player is currently not installed
Get the latest Sandstone Player

8. When turning questions on, students will be prompted to answer the open-ended questions at the end of their turn. The questions for each turn are editable. If it is preferred that the same question is asked after every turn, this can be done by typing in the question into the default box. If questions are turned on, students will have access to their responses. If questions are set to off, no questions will appear.

Set Game Parameters

<input checked="" type="radio"/> Questions: ON	<input type="radio"/> Market Events: ON	<input type="radio"/> Tutorial: ON
<input type="radio"/> Questions: OFF	<input checked="" type="radio"/> Market Events: OFF	<input checked="" type="radio"/> Tutorial: OFF

Questions

Default:	<input type="text"/>
Turn 1:	<input type="text"/> Which target segment looks the most promising and why?
Turn 2:	<input type="text"/> Explain your current pricing strategy
Turn 3:	<input type="text"/> Which company looks like your stiffest competition?
Turn 4:	<input type="text"/> Why did you choose this positioning message?
Turn 5:	<input type="text"/> Explain your current advertising strategy.
Turn 6:	<input type="text"/> Which is your most profitable distribution channel?
Turn 7:	<input type="text"/> In which market segments are your bags most profitable?
Turn 8:	<input type="text"/> Have you considered targeting a different market segment?
Turn 9:	<input type="text"/> Why have you chosen to use Promotions in Placement, or not?
Turn 10:	<input type="text"/> How did you decide your spending on Promotion?
Turn 11:	<input type="text"/> Have you changed your backpack? If so, why?
Turn 12:	<input type="text"/> Have you used the feedback from other Market Segments?
Turn 13:	<input type="text"/> Have you made any changes to your positioning message?
Turn 14:	<input type="text"/> Have you made any changes to your price?
Turn 15:	<input type="text"/> Have you made any changes to your Placement?
Turn 16:	<input type="text"/> How do you assess your effectiveness in Promotion?
Turn 17:	<input type="text"/> Which features have you added to your Product? Why?

9. Choose market events to appear at the end of any given turn by selecting the turn number from the dropdown menu next to the selection. Students will see the market event appear as a prompt similar to the one shown here.

Set Game Parameters

<input type="radio"/> Questions: ON	<input checked="" type="radio"/> Market Events: ON	<input type="radio"/> Tutorial: ON
<input checked="" type="radio"/> Questions: OFF	<input type="radio"/> Market Events: OFF	<input checked="" type="radio"/> Tutorial: OFF

Select Turns for Market Events

Area Affected	Select Turn	Description of the Event
Cost of Materials -A:	<input type="button" value="None ▾"/>	A weak crop this year has increased the production cost of hemp by 40%.
Cost of Materials -B:	<input type="button" value="None ▾"/>	Rising cost of materials has raised the production cost of the Square and Large Rectangular Backpacks by 20%.
Cost of Materials -C:	<input type="button" value="None ▾"/>	Competition between material suppliers has lowered the cost of the Advanced fabric by 10%.
Discount Retail Chain:	<input type="button" value="None ▾"/>	My analysis shows that the Discount Retail Chain has lost about 10% of its previously reported customer base. Perhaps shoppers are moving to other channels?
Distribution Channel:	<input type="button" value="None ▾"/>	Good news for a change. The Discount Retail Chain distribution channel is now offering more favorable terms. They've dropped their required cut from 50% to 40%.
Distributor Cut:	<input type="button" value="None ▾"/>	The Online Discount Retailer is halving its distributor cut from 40% to 20% for the next two quarters.
Market Development Funds -A:	<input type="button" value="None ▾"/>	The cost of market development funds in the Department Store channel has decreased from 1,000.00 to 500.00 this quarter only.

10. Tutorial mode takes students through the game in a more deliberate fashion, prompting them to make decisions slowly, with only one new decision area provided in each of the beginning turns. Tutorial mode is useful if students will need more information on what they need to do in the simulation. Tutorial mode will last for six turns. Once exhausted, the simulation will run as normal.

Practice Marketing - Create Assignment for Training Guide

1. Name ✓ 2. Assign ✓ 3. Schedule ✓ 4. Settings ✓ 5. Score 6. Review

Set Game Parameters

Questions: ON Market Events: ON Tutorial: ON
 Questions: OFF Market Events: OFF Tutorial: OFF

back cancel save & exit continue >

11. Next, determine the points you want to distribute for the optional scoring categories as shown. All categories can be changed but score must equate to 100. Peer review will allow students to score themselves and their teammates at the end of the game. **Note:** Checking the box to allow students to view the assignment scorecard allows them to see the scorecard for all teams in the assignment. They will automatically see their own score whether you check the box or not.

McGraw Hill Education Practice Real World Multiplayer Games for Practical Learning WELCOME AARON Sign Out

Home > Marketing Demo 1: Training Guide > Create Assignment What is New | Settings | My Account | Support

Practice Marketing - Create Assignment for Training Guide

1. Name ✓ 2. Assign ✓ 3. Schedule ✓ 4. Settings ✓ 5. Score 6. Review

Setup Scoring

Net Profit	18
Revenue	13
Units Sold	13
Return On Marketing	13
Market Share	12
Cumulative	12
Product Satisfaction Score	12
Customer Satisfaction Score	12
Peer Review	0

Total Score = 100

Allow students to view the assignment Scorecard

back cancel save & exit continue >

12. Finally, review your settings, and you are finished creating your assignment.

The screenshot shows a software interface for creating an assignment. At the top, there are six tabs labeled 1. Name, 2. Assign, 3. Schedule, 4. Settings, 5. Score, and 6. Review. A red arrow points to the 6. Review tab, which is highlighted with a green checkmark. Below the tabs, there are three main sections: 'Name' (Assignment: Game 1, Description: Example Game), 'Games' (Open Enrollment: On, Students per Game: 5), and 'Schedule' (Turn Type*: Scheduled, Start Date*: June 24, 2014, 05:00 PM - CDT, Number of Turns: 12, Scheduled Days: Monday - Thursday). The 'Turns End' section lists dates from June 26, 2014, to August 07, 2014, at 01:00 AM. At the bottom of the page, a note states: *Turn Type and Start Date can NOT be changed after the assignment has been created.

Syllabus Integration

When integrating with your syllabus, here are some questions to answer:

- When?
- How long?
- How to score?
- Peer review
- Balanced scorecard
- Presentations and/or written assignments

The Practice Marketing simulation provides flexibility to use for courses of any duration. It is recommended that instructors assign two to three turns per week during four- to eight-week classes. For additional information regarding best practices and logistics of the simulation, please consult the Teacher Manual and Under the Hood document within the Practice Marketing site.

Grades for the game can be based on the use of the scorecard in the assignment or a final presentation or written assignment based on the lessons learned from the game.

Student Registration

Students gain access to the simulation either by purchasing a code card from the bookstore (similar to the one shown here) or they can purchase the code directly from the website address you provided for registration.

Student Registration

Have a registration code?

Enter your registration code below. You'll find your code on a card that either came with your textbook or that you purchased separately.

Registration Code:
[] - [] - [] - []
Example: GRFU-BYHA-6MYJ-FGMX-F9XA
[View sample registration card](#)

Can't remember if you have an account with us?

Tell us your email address and we'll check if you already have an account with McGraw-Hill Education.

Email Address:
Example: jdoe@email.com

Submit

Don't have a code?

Buy access online

No registration code, no problem. You can buy access to McGraw-Hill Practice Marketing right now. All you need is a credit card.

Buy Online

Try before buying

Get instant access to your instructor's course work and materials with **courtesy access**. Your work will always be saved during your courtesy period and you'll receive a reminder before it expires.

Start courtesy access

Support

What If I Have Questions?

Sales Representative	Digital Success Academy	Digital Success Consultants	Customer Experience Team (Tech Support)
<ul style="list-style-type: none">■ Class test request■ Purchasing issue■ Product questions■ Product demo	<ul style="list-style-type: none">■ Easy access to videos, tips/tricks, how-to's and frequently asked questions <p>http://www.connectsuccessacademy.com/</p>	<ul style="list-style-type: none">■ One-on-one training via WebEx■ Product walkthrough■ "How do I" contact	<ul style="list-style-type: none">■ Technical support■ Student support (access codes and registration questions)■ Password resetting■ Learning Management System (LMS) support■ Blackboard pairing issues <p>Direct phone: 800-331-5094 http://mpss.mhhe.com/products.php</p>

Self-Service Resources (Success Academy)

Practice Marketing Support: www.mhpractice.com/support

Topics to Cover on the First Day of Class

Please contact your Learning Technology Representative for this information. If you do not know who to contact, go to <http://catalogs.mhhe.com/mhhe/findRep.do> to locate.

Tech Support Contact Information

- Phone Support: 800-331-5094
 - » Monday – Thurs 8 am – 11 pm CST
 - » Friday 8 am – 6 pm CST
 - » Saturday 10 am – 4 pm CST
 - » Sunday 12 pm – 6 pm CST
- Chat Support: <http://mpss.mhhe.com/>
- E-mail Support: <http://mpss.mhhe.com/contact.php>