

MCGRAW-HILL PRACTICE MARKETING: ENGAGING MARKETING STUDENTS VIA GAME-BASED SIMULATION PLAY

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Practice Marketing is the first in a series of 3D, multiplayer business strategy games designed for McGraw-Hill Education's line of digital learning products. A multiplayer simulation of the backpack industry, Practice Marketing enables students to put their marketing skills to the test in a fun and competitive, real-world environment. During the session, you will see a demonstration of Practice Marketing followed by Q and A about how professors are currently using it in their classes.