80% OF STUDENTS RECOMMEND THIS NEW MARKETING SIMULATION OVER THE INDUSTRY LEADER

CASE STUDY

STUKENT

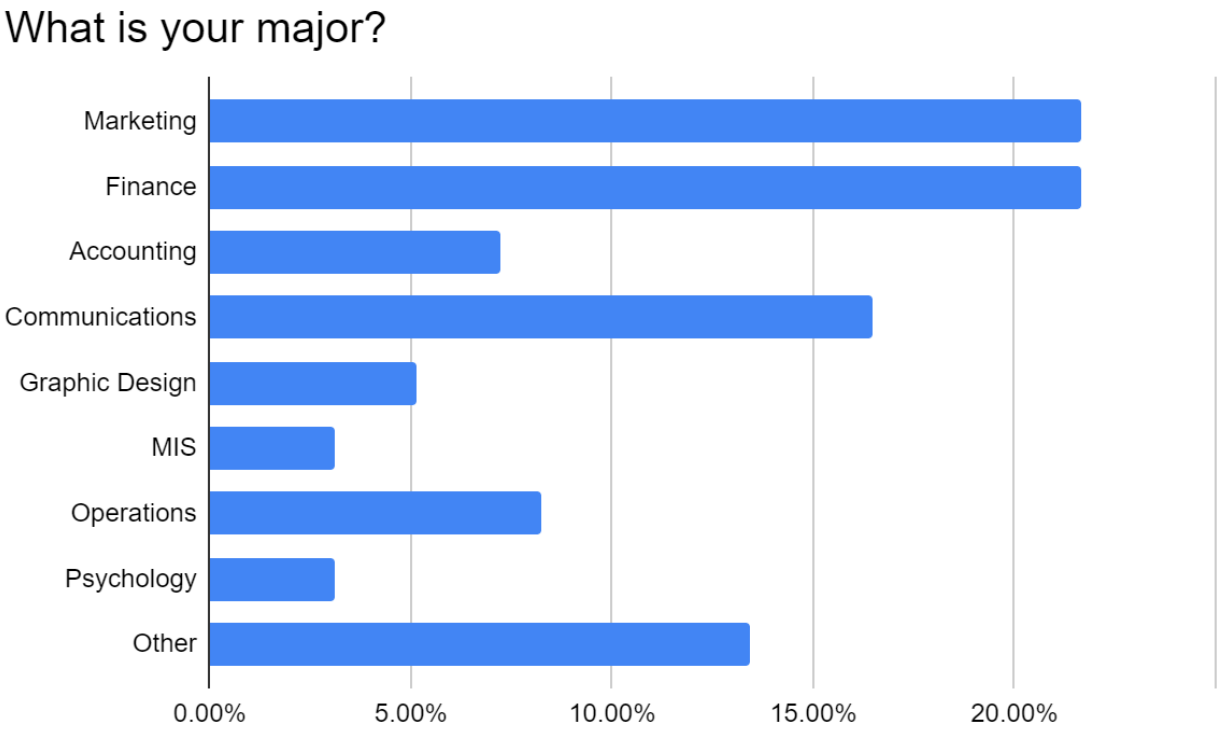
UNIVERSITIES PARTNER WITH THE STUKENT MARKETING PRINCIPLES SIMULATION TO SCALE ENGAGING LEARNING INTERACTIONS

80.4% of students recommend Stukent over the leading competitor's simulation

THE STUDENTS

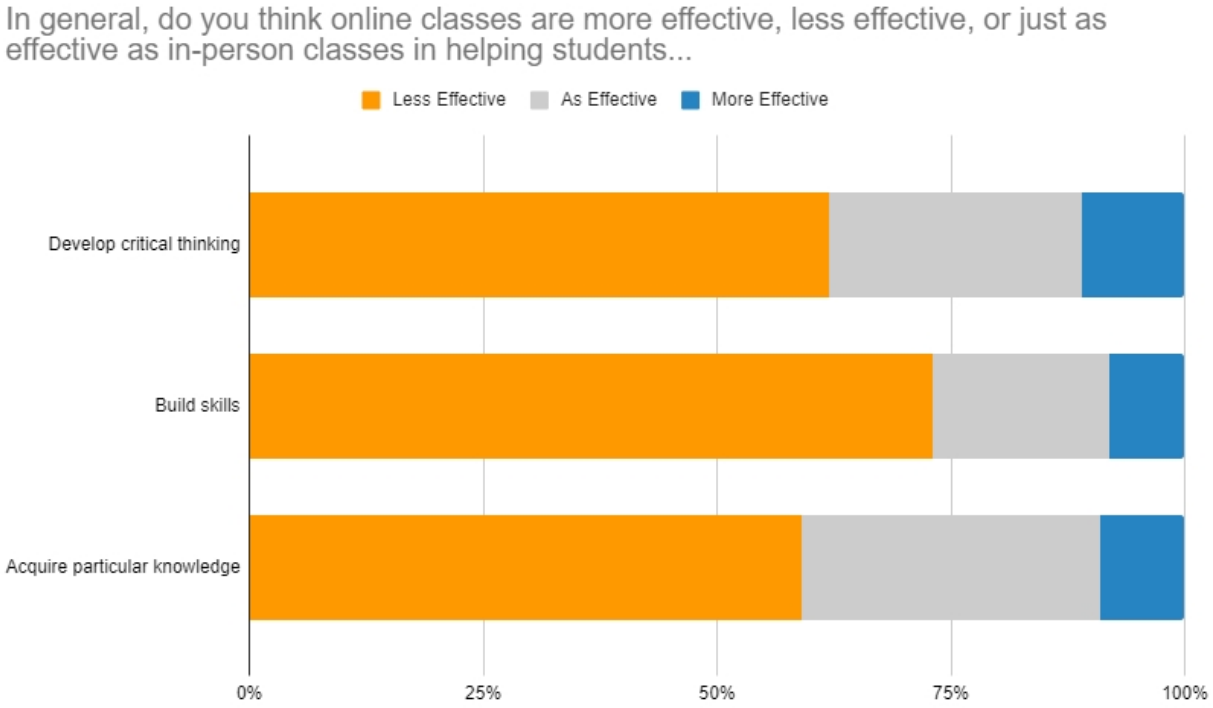
Before we hop into the case study, it's important to give you information on who the participants were. These students enrolled in a marketing principles course at an anonymous university in the Midwest U.S. The chart below categorizes these students based on their major.

For this case study, students used the new Stukent marketing simulation, Mimic Marketing Principles, and a leading competitor's simulation to learn concepts such as the 4 Ps of marketing. They were then asked to provide feedback on their experience by filling out a survey. The survey data shows **a variety of majors participate in marketing principles courses – not just marketing majors.**



THE CHALLENGE

This is an era filled with unique learning challenges like increased remote learning, and marketing professors are looking for ways to engage all majors in their classes in a scalable way. Unfortunately, a recent study released by the Charles Koch Foundation and College Pulse found that the online learning shift is hitting students hard. The chart below shows data gathered from over 5,000 undergrads representing 215 universities:



Data from "COVID-19 On Campus: The Future of Learning" by the Charles Koch Foundation and College Pulse

University departments do an excellent job identifying the learning concepts needed for aptitude. However, **the next challenge is to help students who do not understand the importance of gaining aptitude in certain learning concepts** – which is a disconnect that prevents them from ultimately succeeding and puts needless pressure on instructors.

In these areas, students heavily benefit from simulations, which show them how particular marketing concepts apply to possible real-world scenarios. They can be powerful tools to help students of all majors succeed.

THE SOLUTION

Universities want to provide a sufficiently challenging experience in their marketing principles course for marketing majors, but they also want to engage majors who aren't specifically interested in marketing concepts.

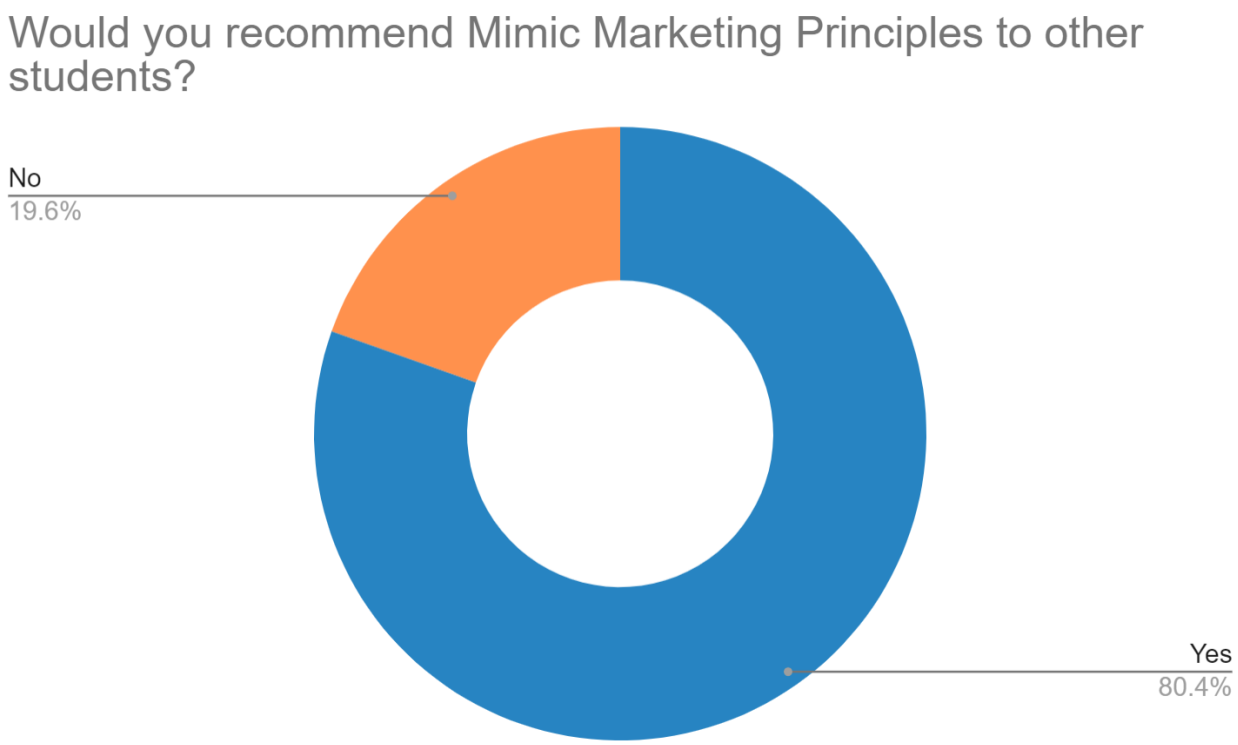
Stukent helps universities and marketing departments create awesome course experiences that teach real-world marketing skills while engaging all majors.

Get Free Instructor Access Here

- AUTO-GRADED
- DETAILED FEEDBACK
- APPLY THE 4 P'S
- PAIRED WITH A TEXT
- ENGAGING FOR ALL MAJORS

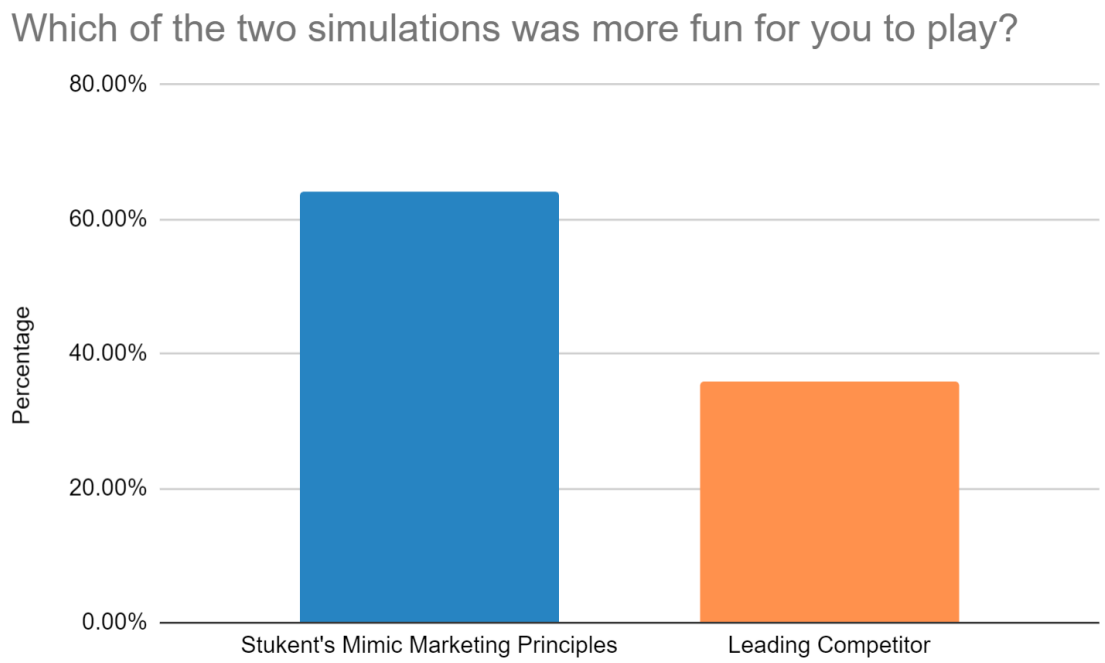
"This simulation was amazing. With each round of the simulation I grew more confident. I've gained a much better understanding of marketing strategy and had a lot of fun doing it. Go Stukent!"

-- Marcia S.



THE RESULTS

Students of all majors that have tried the Mimic Marketing Principles simulation agreed that it was an engaging experience. When asked which simulation they preferred, 64% of students answered Mimic Marketing Principles, compared to 36% for the leading competitor.



Instructors that tried the Mimic Marketing Principles simulation came to the consensus that **it was interactive, realistic, relevant, and educational for their students.**

With automatic grading, customized instructor settings, and personalized feedback, Mimic Marketing Principles is the most scalable solution for big class sizes.

You can get free instructor access to the simulation, digital textbook, and video case studies today to review how it would fit in your classroom.

Get your instructor access here.

Effortlessly engage all majors in your marketing principles class.

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