

The Influence of Simulations on Student Performance in the Marketing Strategy Course:  
Size, Scope, or Just Presence?

**Mark Mitchell**

Wall College of Business Administration

Abstract: A growing method of instruction is the use of simulations to immerse students in course content. Management and Marketing simulations are growing in their presence, size (i.e., number or decisions), and scope (i.e., number of variables modeled). Two simulations (one basic and one advanced ...modeling the same industry) will be introduced into separate sections of the Marketing Management course in the fall semester. All else equal in delivery of the course (i.e., same exams and other materials), we will assess the relative impact the simulations (and the differential level of size and scope) on student performance.