The majority of the U.S. and worldwide economies are services-based not products-based. And yet, almost all marketing simulations are set in manufacturing environments. To effectively blend an integrative, team-based, competitive services-based simulation into introductory, elective, and advanced marketing courses, pre-course planning and within-course executional elements must be combined to create the environment for a successful instructor/student experience.

And, the online teaching environment (compared to traditional classroom-based courses) merits special considerations when teaching with an integrative, team-based, competitive simulation.

This presentation reviews best-practice teaching ideas for crafting and managing marketing course teaching with an integrative, competitive, team-based services-based simulation learning experience.