

STUKENT REAL DEAL SIMULATION: AN INTERNET MARKETING SIMULATION

Stuart Draper
Stukent Real Deal Simulation
stu@stukent.com

ABSTRACT

Internet marketing education in higher education is still very young. Many large public and private institutions still do not teach internet marketing; not even an entry level course. Stukent has developed an internet marketing simulation they refer to as the Real Deal simulation, along with a digital textbook that helps professors at traditional universities effectively teach internet marketing through experiential learning.

The Real Deal simulation will work great in the 'Games Ready To Play' track at the ABSEL Annual Meeting because students and professors will be able to participate in 1-2 rounds of the simulation, which will include activities such as creating a website landing page, creating an online ad campaign, choosing how to allocate their ad budget, and get results on their first round playing the game.