



# AdSim Advertising

## *Principles of Advertising*

**AdSim will give your students the unique opportunity of running their own Advertising & Promotion Campaign for their company, while competing against other students within your course. AdSim provides your students with hands-on business experience in the classroom - experiential learning at its best!**

**AdSim** is our Principles of Advertising simulation, where students are required to formulate and implement their own Advertising & Promotion Campaign for their Digital Camera Company.

Students will analyse Market Research and collaborate with each other to create their own Strategic Advertising Plan, while keeping to a fixed Budget. They will make key decisions to procure new Sales, as well as the retention of existing Sales. The challenge is to build their firm into the leading player in the market.

As AdSim uses a dynamic-competitive marketplace, students must adapt to the changing market and demands of consumers, reinforcing the importance of planning and evaluation. They will need to consider an Integrated Marketing Communications (IMC) approach to deliver a clear and consistent message to their target market.

- Our simulations have the flexibility to adapt to any academic or corporate course, of all lengths and sizes, as well as both on-campus and online/distance courses.

- Using our simulations is easy, simply provide us with your class list and we'll take care of the rest. Once setup, the simulation is completely automated and Instructors have their own interface to monitor the simulation.
- We also offer world class support for Instructors and Students via email and phone.



**“Students using a simulation are 80% more likely to retain the information in comparison to traditional teaching methodologies”**



### CONTACT US

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