**仝כות תיוקרא גםון רישמת

קריאה לקורס

2023ユן 6

**ביס סけば: ביס ס앖ו לארתול עסקמות תואר שיני

**אסטרטגייה שיווקית

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**']?>

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**مسפר הקורסים: מבחר שבועות: נקודת.entrySet: 2

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**.final presentations- 22/12

**Final date to submit final paper- 15/2
The School purchases from the StratX International Company a set of personal passwords for all students involved in the game. The software is available on the web free of charge[1]. Once a student has his password and is included into the game by the instructor, he can make decisions anytime, while working on various computers at work, at school or at home. The instructor verifies that ALL teams’ decisions were uploaded to the
StratX server, runs the simulation, and emails the round results to all students. The simulation is web-based and can be run using a web browser such as Internet Explorer, Safari, Firefox or Chrome. You will have to log in in Markstrat each time you want to review your latest simulation results and/or make decisions. You will need five pieces of information to start a Markstrat session: your PAK, Course ID, Industry name, Team name and Team password. Once you decide who your team members are, you will deliver a list of names to your Teaching Assistant, who will in turn give you a personal "participant activation key" (PAK). Your course number is: A68067. Industry name is: TBD. Course name is TBD.

To log in, go to www.stratxsimulations.com and follow the instructions below.

- Click the Login link at the top-right corner of the page and select "A Participant" in the drop-down box
- Enter your PAK and click the "Submit" button

You may now click the "Access Markstrat" logo on the home page.

You have two options to input your decisions into Markstrat. You may work all together in the same room, make your decisions collectively, and have one of you logged in Markstrat to key in the decisions. You may also split the responsibilities across all teammates and have each of you enter his/her decisions into Markstrat from different computers, in parallel or at different points in time. Both options will work fine because all members of the same team share the same results and the same decisions, and because Markstrat include a built-in mechanism to lock a specific decision form while it is used by one member. Please note that the history of modifications made to decisions is not recorded. Hence, your current decisions will be deleted each time you submit a new set, using the decision forms.

The menu includes three main items: Prepare, Analyze and Decide, which will be discussed in class.

Logging out: Do not close your browser without logging out, especially while you are making decisions. If you do this, the decision form that you were using when you closed your browser will be locked for about 20 minutes, until you are timed out by the Markstrat application. Your teammates will not be able to access this decision form during this time.

[1]

To download the code, your browser must allow popups.