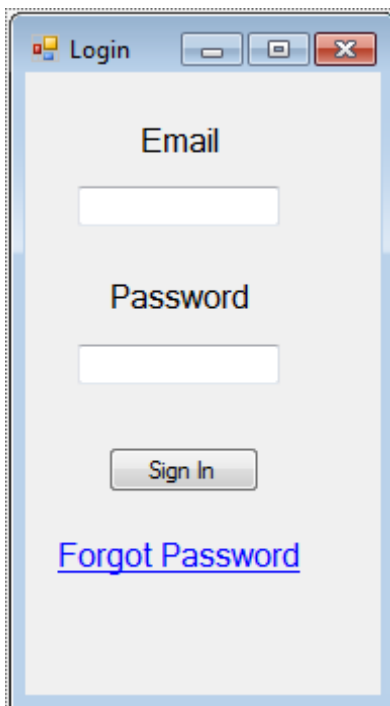**Strategic Marketing Simulator Website Mockup**

The purpose of this mockup is to give the project manager an opportunity to give feedback to the develop team and make sure that they are on the right track.
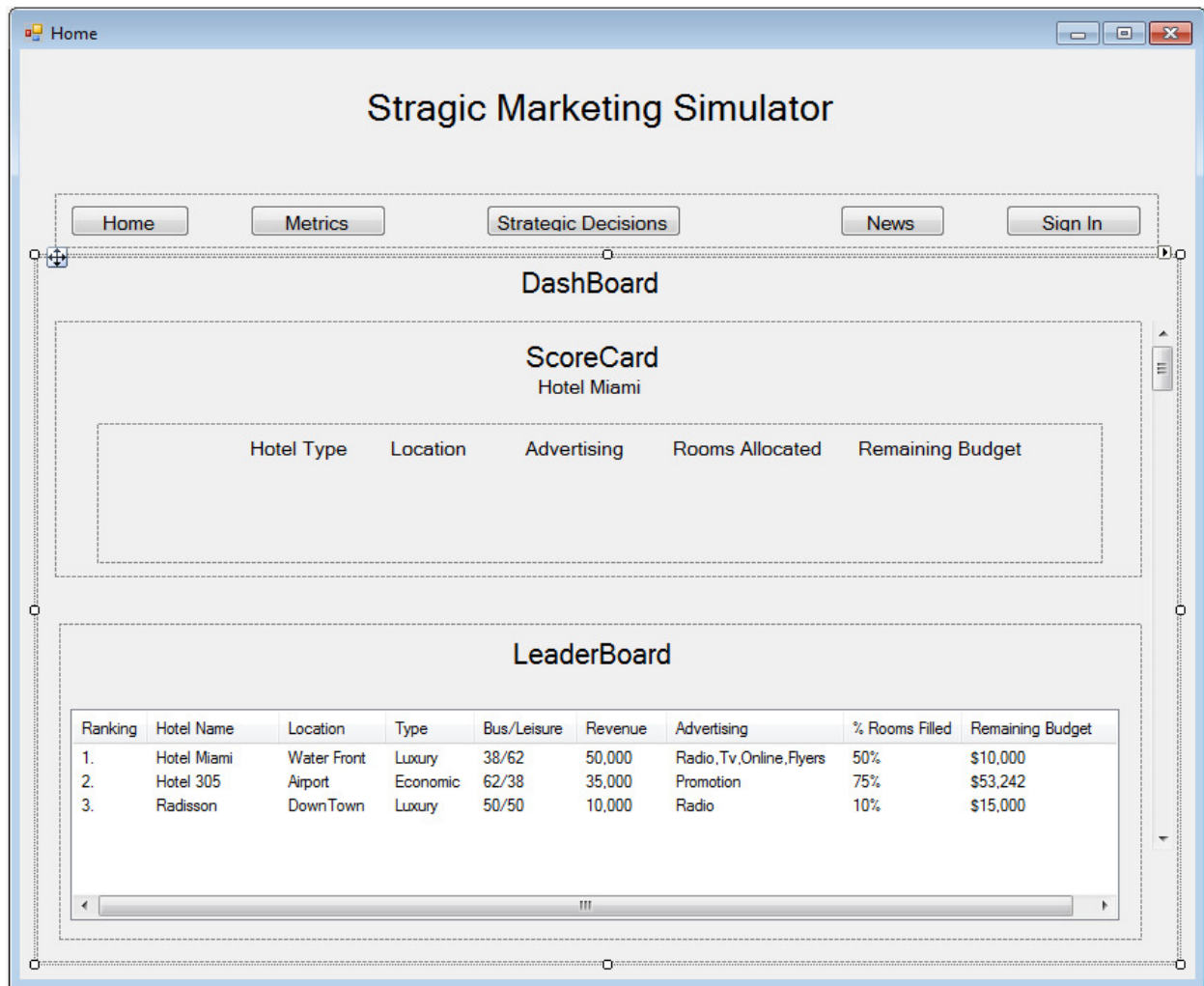
Disclaimer: The website will not look like this at all. This is basically a proof of concept.

User forms

Login: User logs in using an account already created by the admin/instructor

Home

Stragic Marketing Simulator

| Home | Metrics | Strategic Decisions | News | Sign In |

DashBoard

ScoreCard
Hotel Miami

| Hotel Type | Location | Advertising | Rooms Allocated | Remaining Budget |

LeaderBoard

Ranking	Hotel Name	Location	Type	Bus/Leisure	Revenue	Advertising	% Rooms Filled	Remaining Budget
1.	Hotel Miami	Water Front	Luxury	38/62	50,000	Radio,Tv,Online,Flyers	50%	$10,000
2.	Hotel 305	Airport	Economic	62/38	35,000	Promotion	75%	$53,242
3.	Radisson	DownTown	Luxury	50/50	10,000	Radio	10%	$15,000

Home page: User can view dashboard and toolbar (graphs would be below the leaderboard).

Form1

Metrics

| Home | Metrics | Strategic Decisions | News | Sign In |

Sales And Demand

?????????????

Research Results

?????????????

Market Info

Market Size   5,000

Market Position

?????????????

Metrics Page: User can view in-depth details about market of the current period

Strategic Decisions

| Home | Metrics | Strategic Decisions | News | Sign In |

Hiring Personnel

Entry Level   [ ]   # of Empolyees Needed

Mid Level   [ ]

High Level   [ ]

Advertising

- [ ] Online
- [ ] Flyers
- [ ] Tv
- [ ] Radio
- [ ] Promotions
- [ ] Communications

Room Pricing

$ [ ]

How Many Rooms to Allocate to Expedia

[ ]   # of Total Rooms

Save Changes

Strategic Decisions Page: User can assign marketing personnel, advertising media, room pricing, and third party vendors.

News Page: User can read a realistic news article and adjust their strategic decisions based on the contents of the article.

Admin Forms

Stragic Marketing Simulator

| Home | Metrics | Strategic Decisions | News | Manage | Sign Out |

DashBoard

Games in Progress

	Course	Section	Meeting Time	Semester
1.	MAR4354	U02	10Am	Fall 2015
2.	MAR4503	U03	12pm	Fall 2015
3.	MAR4455	U01	3pm	Fall 2015

LeaderBoard

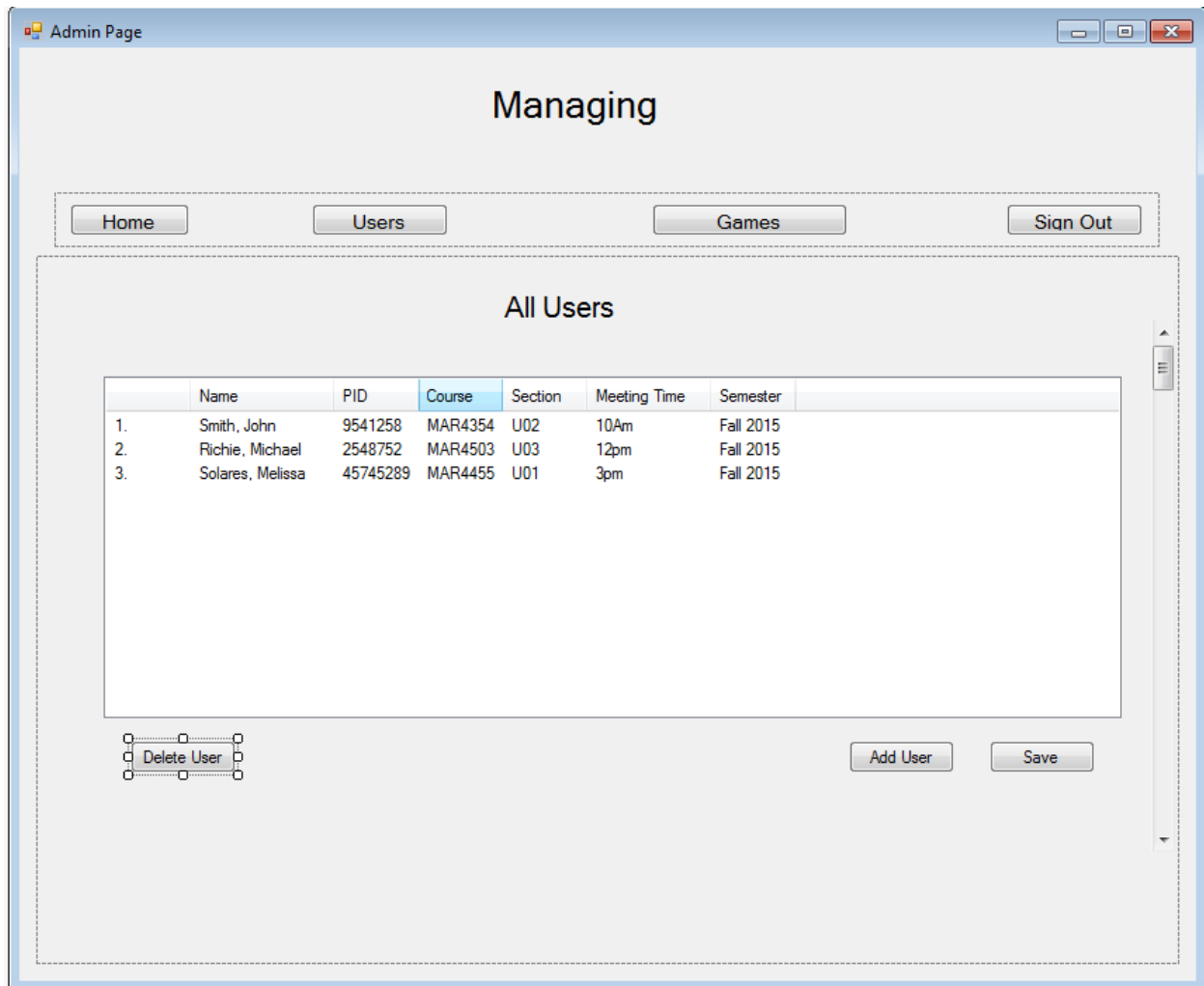| Ranking	Hotel Name	Location	Type	Bus/Leisure	Revenue	Advertising	% Rooms Filled	Remaining Budget
1.	Hotel Miami	Water Front	Luxury	38/62	50,000	Radio,Tv,Online,Flyers	50%	$10,000
2.	Hotel 305	Airport	Economic	62/38	35,000	Promotion	75%	$53,242
3.	Radisson	DownTown	Luxury	50/50	10,000	Radio	10%	$15,000

Admin Home Page: Admin can select a game in the dashboard and view the leaderboard for that game. Admin can also navigate to other admin pages via the toolbar above the dashboard.
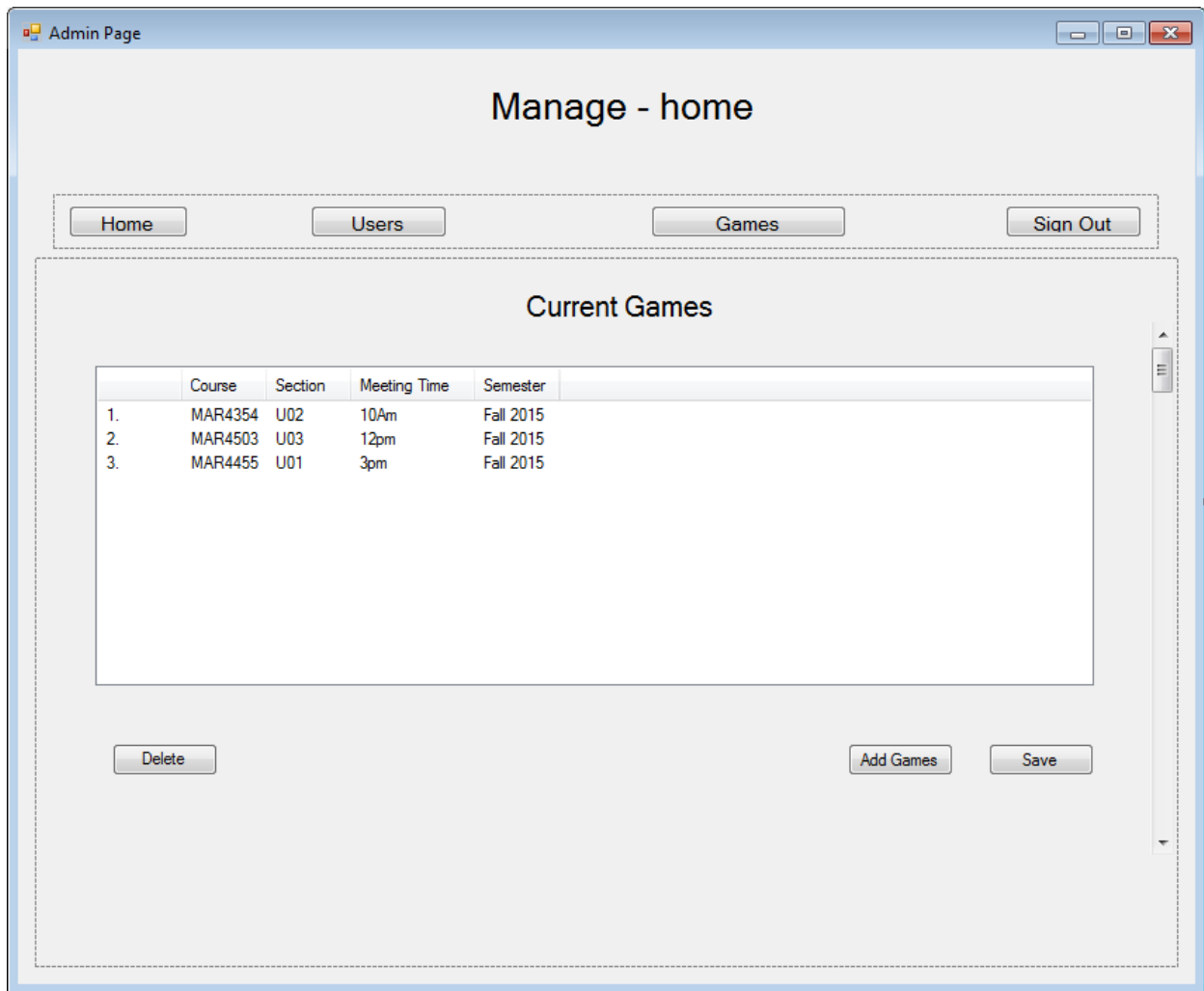
Admin Managing Page: Admin can select an active game to manage or delete. Admin can also create a new game. Click on game to go to next slide below:
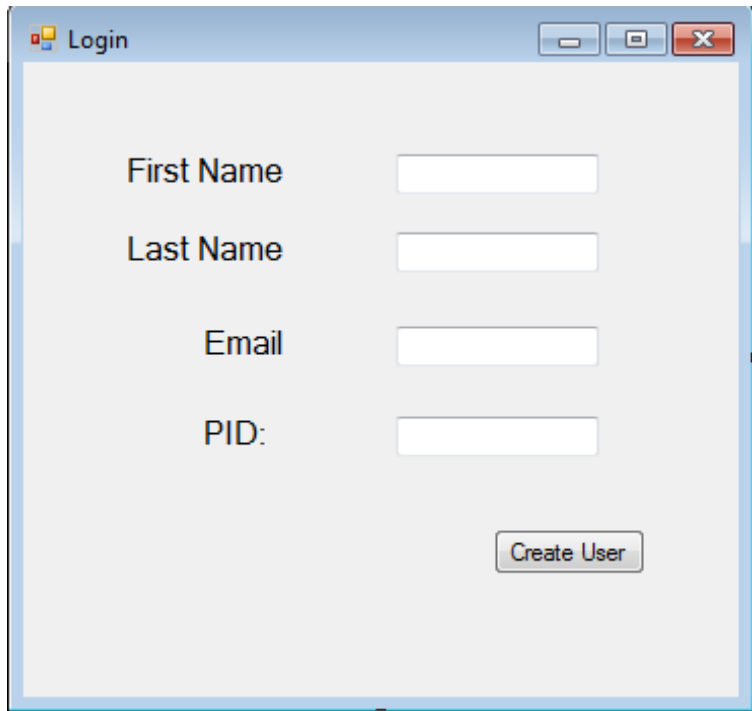
Manage - View Users

Home	Users	Games	Sign Out

Current users for game X

	Name	PID	Course	Section	Meeting Time	Semester
1.	Smith, John	9541258	MAR4354	U02	10Am	Fall 2015
2.	Richie, Michael	2548752	MAR4503	U03	12pm	Fall 2015
3.	Solares, Melissa	45745289	MAR4455	U01	3pm	Fall 2015

Delete User	Add User	Save
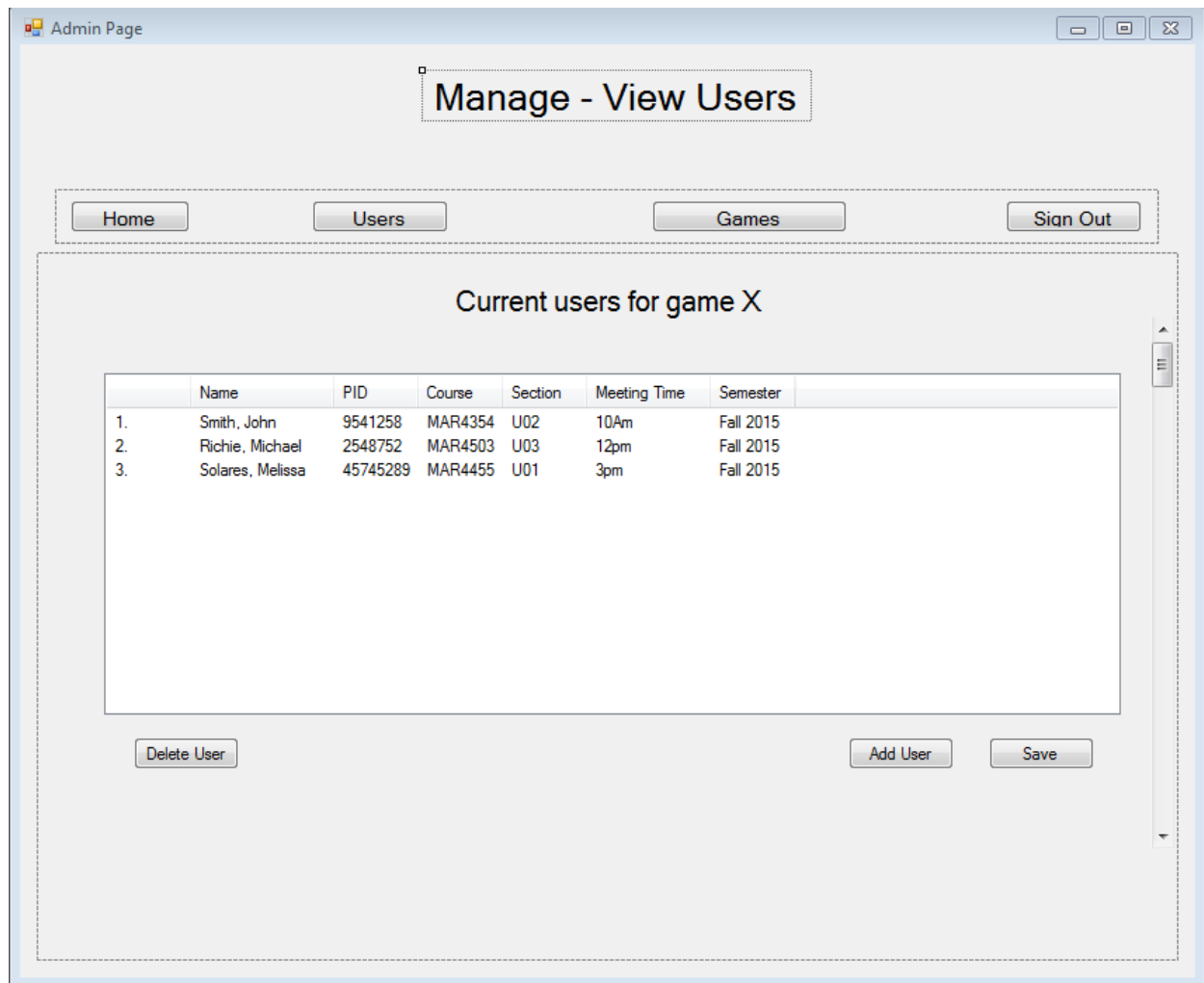
Admin view all the users associated with a game selected from the games list on the manage/games page

Admin Page — Managing

| | Home | | Users | | | Games | | Sign Out |

All Users

	Name	PID	Course	Section	Meeting Time	Semester
1.	Smith, John	9541258	MAR4354	U02	10Am	Fall 2015
2.	Richie, Michael	2548752	MAR4503	U03	12pm	Fall 2015
3.	Solares, Melissa	45745289	MAR4455	U01	3pm	Fall 2015

Delete User   Add User   Save

Admin can view all users by clicking "users" from the admin toolbar of manage page

Admin User List Page: Admin can view all users in a selected game, including bots.

Admin Create User Window: Admin fills out required information to add a new user to a game.

(Needed: Checkbox to create a user that will be a bot)

Admin Create a new Game Window: Admin fills out the required information to create a new game

(Needed: textbox(s) for assigning default budget and other in-game variables)