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Scans2000-Developing a Marketing Plan: Workplace Readiness Simulation

By Packer

Cengage Learning, Inc, United States, 2001. CD-ROM. Book Condition: New. 129 x 127 mm. Language: English . Brand New. Each of South-Western s seven SCANS2000 CD-ROM simulations presents a challenging, interactive workplace experience that helps develop the skills most in demand by employers today. In Developing a Marketing Plan, City Tours wants to create and market tours of a large, attraction-filled city to teenagers from nearby smaller cities. Positive feedback from the youngsters potentially could create a larger, more profitable adult market. Users will: 1) research tourist attractions and accomadations in the city 2) use algebra and develop spreadsheets, charts and graphs to analyze the financial aspects of the tour 3) use software to write marketing materials, design brochures and make a formal presentation System Requirements for the CD-ROM: Windows 95, 98, 2000 or NT. Intel Pentium or Pentium II processor (or equivalent), 75 MHz minimum (166 MHz for Windows 2000), 16 MB RAM or higher (32 MB for Windows 2000 and NT), 4x (minimum) CD-ROM drive, floppy disk drive, minimum 256-color, 640 X 480 resolution, SoundBlaster-compatible, 16-bit sound card, access to printer and Adobe Acrobat Reader 4.0 or higher (can be installed from CD-ROM).



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