

**Web-based Global Marketing Management & Strategy Teaching/Learning Software:
The Case of the
Global Marketing Management System Online (GMMSO) ©**

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**Description and Demonstration of a Real Time Research and Strategic Planning Tool:
“Global Marketing Management System Online”**

One of the challenges international marketing and management instructors face is to determine how to best bring the real world of business into the classroom or training environment. The Global Marketing Management System Online (GMMSO) is a web-based research and strategic planning business tool. It has been used for undergraduate, graduate and executive level courses focusing on developing international marketing plans and strategies. The GMMSO, supports students and business practitioners alike in their roles as managers and decision makers in a global setting. More specifically, the software will enable users to perform a situation analysis of a company, determine best markets for a company’s products/services, perform an in-depth country and competitive analysis of best markets, determine best entry mode strategies and develop a marketing plan online. This presentation will also provide empirical data comparing students’ perceptions on the usefulness and benefits of the software along with various ways of using and integrating the software in different courses.

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