

## Innovative Learning Solutions: Marketplace Receives Gold Award For Excellence In E-Learning

For Immediate Release

KNOXVILLE, Tenn./EWORLDWIRE/Oct. 17, 2003 --- The Marketplace Business Simulation received a Gold Award for Excellence in E-Learning in the Simulation category. The E-Learning Awards program is a showcase for the best e-learning tools and practices in the industry. This year marked the seventh year for the awards program, which is hosted by brandon-hall.com, an independent evaluator of e-learning tools.

A record number of 175 entries in three categories (Best Practices, Custom Content, Innovative Technology) underwent rigorous multi-phase review by 188 independent judges with expertise in instructional design, online learning and organizational change.

The complete methodology and rating system is available at <http://www.brandonhall.com/public/awards2003/>.

"The winning entries have done a terrific job this year. The innovation and desire to excel that is demonstrated in these programs gives us all something to celebrate," said Brandon Hall, Ph.D., of brandon-hall.com and Chairman of the Excellence in E-Learning Awards program. "These groundbreaking efforts and best practices benefit the industry as a whole."

The full list of winners can be found at <http://www.brandon-hall.com>.

The Gold Award recognizes the Marketplace Business Simulation - Marketing Strategy for its outstanding contribution to modern marketing education using state-of-the-art e-learning methods. Marketplace is in good company; Gold Award winners in other categories include; Bell Canada, Deloitte & Touche, Under Secretary of Defense (AT&L) / Defense Acquisition University, Creative Learning Studio, and Cisco Systems, Inc., U.S. Air Force Air Combat Command (ACC) & Chenega Technology Services Corporation (CTSC) & Carney Inc.

"We are excited about winning the Gold Excellence award," said Ernie Cadotte, creator of Marketplace and Professor of Marketing at the University of Tennessee. It is great to be recognized for our excellent design by an independent and world-renowned e-learning organization."

### About Marketplace

Marketplace is not one, but a family of business simulations in marketing, entrepreneurship, and corporate strategy. More than 150 universities and colleges around the world use Marketplace as an experiential learning tool to make the learning process more effective, and to help their students better understand key business concepts, principles and ways of thinking. Marketplace is made available through Innovative Learning Solutions, Inc. of Knoxville, TN. More information about Marketplace can be found at <http://www.marketplace-simulation.com>.

### About brandon-hall.com

Brandon Hall, Ph.D. is a widely recognized authority on e-learning, Dr. Hall is the CEO of brandon-hall.com and author of the pioneering Web-Based Training Cookbook. Since 1992, brandon-hall.com has been providing independent, objective information to industry and academia regarding e-learning tools and development methods.

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**KEYWORDS:** business game, business management game, business management simulation, business management training, business simulation, business simulator, business strategy simulation, business training, business venture simulation, changing corporate culture, corpo, business simulation, business game, business management game, business management simulation, business management training, business training, business venture simulation, changing corporate culture, corporate e-learning, corporate training, marketing simulation, marketing strategy simulation

**SOURCE:** Innovative Learning Solutions, Inc.