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Abstract

In this short and hypothetical case study, we present a management problem of optimization. With the backdrop of COVID-19, we explore how Beta Company should optimize its cost for international medical journal exposure to ensure its brand's credibility in an international pharmaceutical market. The supplementary section accompanies MS excel models with data. By playing this excel based optimization game; the players would be able to appreciate the use of Solver Add-in to simulate real-life linear programming problems. The users would learn about the application of sum of product excel function and finally get accustomed about media allocation models in marketing under budget constraints. © 2020, The Authors. All rights reserved.

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