

# Course Roadmap: *Channels Management*



## LINKS Multi-Channel Management Simulation

Learning Emphases	<ul style="list-style-type: none"> <li>- Assessing marketing opportunities in multi-channel (retail, direct/e-commerce, and major accounts) environments.</li> <li>- Formulating and executing marketing strategy (product-line management of branded and private-label products via segmentation, targeting, and positioning).</li> <li>- Multi-channel outbound logistics management (distribution network design and outbound transportation management).</li> <li>- Enhancing and encouraging fact-based analysis and decision making.</li> <li>- Marketing analysis and the interpretation of marketing data.</li> <li>- Competitive analysis, dynamics, and rivalry.</li> <li>- Coordinating marketing programs and operations capabilities.</li> <li>- Coping with environmental uncertainty.</li> </ul>
Simulation Size	“Medium”
Simulation Role Within the Course	“Mid-sized” team-based, competitive simulation experience as part of a larger set of course-related activities.
Target Courses	Channels management, channels of distribution, and category management courses.
Typical Rounds	6
Time Per Round	2.5 to 3.5 hours
Typical Industry Size and Composition	4-6 firms per LINKS industry with teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger-sized classes.
Typical Teaching Plan {team meetings are normally outside of class time, in the traditional style of “case study” preparation}	<ul style="list-style-type: none"> <li>• 30-minute in-class introduction (after students read the participant’s manual)</li> <li>• Six simulation rounds scheduled about weekly.</li> <li>• Mid-event private instructor review meeting with each team.</li> <li>• Mid-event team-based SWOT analysis or business review memo.</li> <li>• Post-event team-based report (written reports <b>or</b> in-class presentations); 30-minute in-class debriefing.</li> </ul>
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> <li>• Minority of Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators.</li> <li>• Majority of Grade: Team-based mid-event written report <b>and</b> final report or in-class presentation.</li> <li>• Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page “advice-to-my-successor” memo.</li> </ul>
Cost Per Student	\$35



In academic degree-granting programs, \$35 simulations include a maximum of 6 rounds. Extra rounds cost \$3 per student per extra round.



Current and potential LINKS instructors are invited to contact Randall G. Chapman PhD, the LINKS author ([LINKS@LINKS-simulations.com](mailto:LINKS@LINKS-simulations.com)), to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

# LINKS Marketing Simulations

## *Channels Management*



LINKS Multi-Channel Management Simulation

<b>Initialization Conditions and Market Structure</b>	
Categories	2 [H&M]
Branded Products	2 [1H & 1M]
Private-Label Products	2 [1H & 1M]
Channels in Each Region	3 [retail, direct, and major accounts]
<b>Manufacturing Decisions</b>	
Production	✓
Emergency Production Limit	✓
<b>Distribution and Transportation Decisions</b>	
Distribution	✓
Transportation	✓
<b>Service Decisions</b>	
Service Outsourcing	✓
<b>Generate Demand Decisions</b>	
Price	✓
Marketing Spending	✓
Marketing Mix Allocation	✓
Positioning	✓
Promotional Program	✓
Sales Force Salary	✓
<b>Forecasting Decisions</b>	
Short-Term Forecasts	✓
<b>Information Technology Decisions</b>	
IT Synchronization	✓
Optional IT Reports	6
<b>Other Decisions</b>	
Firm Name	✓
<b>Research Studies Decisions</b>	
# of Research Studies	20