

Course Roadmap: Introductory Marketing



			
LINKS Marketing Tactics Simulation	LINKS Marketing Principles Simulation	LINKS Marketing Simulation	LINKS Services Marketing Simulation

Learning Emphases	<ul style="list-style-type: none"> - Assessing marketing opportunities. - Formulating and executing marketing strategy. - Market entry strategies and tactics. - Enhancing and encouraging fact-based analysis and decision making. - Marketing analysis and the interpretation of marketing data. - Competitive analysis, dynamics, and rivalry. - Coping with environmental uncertainty. 			
Simulation Size	"Smallest"	"Small"	"Medium"	"Medium"
Simulation Role Within the Course	"Modest" team-based course "project".	"Substantial" team-based, competitive simulation as part of a larger set of course activities in an introductory marketing course.		
Target Courses	Introductory Undergrad, MBA, and EMBA Courses	Introductory Undergrad Marketing Course	Introductory MBA and EMBA Marketing Courses	Services Marketing and Introductory Marketing Courses
Typical Rounds	4	5-6	6-8	6-8
Time Per Round	1.5 to 2 hours	2 to 2.5 hours	2.5 to 3 hours	2.5 to 3 hours
Typical Industry Size and Composition	<p>4-6 firms per LINKS industry with teams of 3-5 students.</p> <p>Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger-sized classes.</p>			
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"> • 30-minute in-class introduction (after students read the participant's manual) • Four simulation rounds scheduled over 2-3 weeks in the latter part of the course. • Post-event team-based report (written reports or in-class presentations); 30-minute in-class debriefing. 			
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> • Six simulation rounds scheduled about weekly starting at about the course mid-point. • Mid-event private instructor review meeting with each team. • Mid-event team-based SWOT analysis or business review memo. 			
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> • Minority of Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators. • Majority of Grade: Team-based mid-event written report (optional for the LINKS Marketing Tactics Simulation) and final report or in-class presentation. • Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page "advice-to-my-successor" memo. 			
Cost Per Student	\$25	\$35	\$35	\$35



In academic degree-granting programs, \$25 and \$35 simulations include a maximum of 4 and 6 rounds, respectively. 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), to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

LINKS Marketing Simulations

Introductory Marketing



Initialization Conditions and Market Structure				
Categories	1 [H]	1 [H]	2 [H&M]	2 [H&M]
Brand Portfolio (as LINKS begins)	2 products [2H]	2 products [2H]	2 products [1H & 1M]	2 services [1H & 1M]
Channels in Each Region	1 [retail]	2 [retail and direct]	2 [retail and direct]	1 [direct]
Product Development Service Design Decisions				
Product Configuration		✓	✓	
R&D Spending			✓	
Service Configuration				✓
Service Decisions				
Service Outsourcing		✓	✓	
CSR Salary				✓
CSR Hiring/Firing				✓
CSR Max Capacity Limit				✓
CSR Time Allocation To Services				✓
Generate Demand and Marketing Decisions				
Price	✓	✓	✓	✓
Marketing Spending	✓	✓	✓	✓
Marketing Mix Allocation	✓	✓	✓	✓
Positioning	✓	✓	✓	✓
Promotional Program	✓	✓	✓	
Sales Force Salary			✓	
Forecasting Decisions				
Short-Term Forecasts	✓	✓	✓	✓
Information Technology Decisions				
Billing System Technology				✓
Industry-Wide CSR Satisfaction Survey				✓
Internal CSR Satisfaction Survey				✓
Internet-Delivered Ancillary Service				✓
Telecommunications Systems Support				✓
Optional IT Reports			4	
Other Decisions				
Firm Name	✓	✓	✓	✓
Research Studies Decisions				
# of Research Studies	6	11	17	19