

**Course
Roadmap:
New Products
Management**



LINKS Positioning Strategy Simulation

Learning Emphases	<ul style="list-style-type: none"> - Assessing marketing opportunities. - Formulating and executing marketing strategy (product-line management via segmentation, targeting, and positioning). - New product positioning and market entry strategies/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	"Small" to "medium", depending on number of simulation rounds scheduled and on the size/scope of written reports and/or in-class presentations.
Simulation Role Within The Course	Integrative, team-based course "project" within the latter part of a new products management course. Working in teams, the student challenge is to successfully and profitably launch a new product in the face of vigilant competitors while profitably managing an existing product portfolio.
Target Courses	New products management course.
Typical Rounds	4 rounds for a "Small" event; 5-6 rounds for a "Medium"-sized event.
Time Per Round	2 to 3 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"> • 30-minute in-class introduction (after students read the participant's manual) • Simulation rounds scheduled about twice a week in the latter part of the new products management course. • Some class time should be allocated to teaching students about advanced LINKS research studies (e.g., concept testing, price sensitivity analysis, marketing program experiment, and conjoint analysis). • A private instructor review meeting is scheduled with each team at the mid-point of the scheduled simulation event. • Mid-event team-based SWOT analysis, business review memo, or marketing plan. • 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"> • 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 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	\$35



In academic degree-granting programs, this \$35 per student simulation includes 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 (Chapman@LINKS-simulations.com), to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

LINKS Marketing Simulations

New Products Management



Initialization Conditions and Market Structure	
Categories	1 [H]
Brand Portfolio {as LINKS begins}	3 [3H]
Channels in Each Region	1 [retail]
Product Development Decisions	
Product Configuration	✓
Service Decisions	
Service Outsourcing	✓
Generate Demand Decisions	
Price	✓
Marketing Spending	✓
Marketing Mix Allocation	✓
Positioning	✓
Forecasting Decisions	
Short-Term Forecasts	✓
Other Decisions	
Firm Name	✓
Research Studies Decisions	
# of Research Studies	18

Many advanced marketing research studies are included among the 18 research studies in the LINKS Positioning Strategy Simulation: concept testing, price sensitivity analysis, marketing program experiments, market structure analysis, value maps, and conjoint analysis.