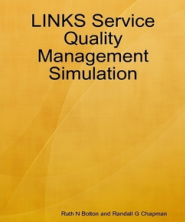



Course Roadmap:

Retailing



Services retailing simulations that complement traditional product-oriented retailing courses and textbooks.

	 LINKS Service Quality Management Simulation	 LINKS Services Marketing Simulation
Simulation Size	"Small"	"Medium"
Simulation Role Within the Course	"Modest" team-based course "project."	"Mid"-sized team-based, competitive simulation experience as part of a larger set of course activities.
Target Courses	Retailing and Introductory Services Management, Introductory Marketing, and Introductory Operations Management	Retailing and Services Marketing and Introductory Marketing
Typical Rounds	4	6
Time Per Round (hours)	1.5 hours	2 to 2.5 hours
Typical Industry Size and Composition	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger classes.	
Typical Instructor-Optional Mid-Event Enhancements		Activating service 3 (and possibly service 4) and region 4.
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. • Post-event team-based report (written reports or in-class presentations); 30-minute in-class debriefing. 	<ul style="list-style-type: none"> • Simulation rounds scheduled about weekly. • 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 or one-page team memos (due before the 2nd round and through to the next-to-last simulation round) ... 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



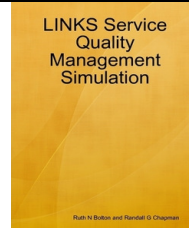
In academic degree-granting programs, \$25 and \$35 per student simulations include a maximum of 4 and 6 rounds, respectively. Extra rounds cost \$3 per student per extra round.



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 Simulations

Retailing



LINKS Service Quality Management Simulation



LINKS Services Marketing Simulation

Service Design Decisions		
Service Configuration		✓
Service Operations Decisions		
CSR Salary	✓	✓
CSR Hiring/Firing	✓	✓
CSR Experienced Hiring	✓	
CSR Transfers Across Regions	✓	
CSR Maximum Capacity Limit	✓	✓
CSR Time Allocation To Services	✓	✓
Marketing Decisions		
Price	✓	✓
Marketing Spending	✓	✓
Marketing Mix Allocation		✓
Marketing Positioning		✓
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		✓
Other Decisions		
Firm Name	✓	✓
Research Studies Decisions		
# of Research Studies	10	19

For the LINKS Services Marketing Simulation, optional research studies that might be included in an instructor's LINKS event in a customer relationship management course:

- Research Study #35: Market Structure Analysis
- Research Study #36: Market Database
- Research Study #37: Custom Conjoint Analysis