

LINKS Global Marketing Competition

LINKS Marketing Simulation

March-April 2018



- ⊗ Cross-Institution 6-Round Marketing Simulation Competition
- ⊗ Your Student Teams Compete Against Student Teams From Other Institutions
- ⊗ Challenge Students in an Intense Team-Based Cross-Institution Competition
- ⊗ For Students in Academic Degree-Granting Programs Worldwide
- ⊗ Targeted at Undergraduates and MBAs in Introductory and Elective Marketing Courses

Learning Emphases in the LINKS Global Marketing Competition:

"Far and away the most useful, effective, grueling, and fun educational experience I've ever encountered."

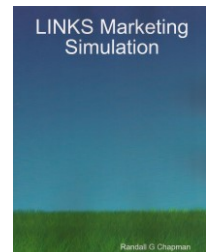
"LINKS breathes life into the course material and provides students with a view of the real life challenges and decisions that business leaders face."

- ⊗ Assessing marketing opportunities.
- ⊗ Formulating and executing marketing strategy (segmentation, targeting, and positioning).
- ⊗ Developing and executing a value-creating strategy for customers.
- ⊗ Marketing analysis and the interpretation of marketing data.
- ⊗ Competitive analysis, dynamics, and rivalry.
- ⊗ Enhance and encourage fact-based analysis and decision making.

About the LINKS Marketing Simulation: The LINKS Marketing Simulation is a sophisticated, mid-sized, team-based, competitive marketing simulation designed for undergraduate and graduate programs where a marketing simulation experience is desired as part of a larger set of course activities.

LINKS firms in the LINKS Marketing Simulation are manufacturers in the simulated set-top box industry. The LINKS Marketing Simulation emphasizes product and service product-line portfolio management through retail and direct channels in multiple market regions.

These leading institutions are among the long-time users of the LINKS marketing simulations:



Auburn University - Montgomery	Pennsylvania State University
Arizona State University	St. Francis Xavier University
Belmont University	Samford University
Butler University	University of Alabama - Birmingham
Canisius College	University of Hamburg
Central Michigan University	University of Hong Kong
Cork Institute of Technology	University of North Dakota
DePaul University	University of Puerto Rico – Rio Piedras
Hogeschool Utrecht	University of St. Thomas
Indian Institute of Management - Lucknow	University of Utah
Kansas State University	University of Wisconsin - Whitewater
Karlstads University	Wageningen University
Louisiana State University	Warsaw School of Economics
Monmouth University	West Virginia University

2018 LINKS Global Marketing Competition Schedule:

March 1	Registration signup and payment deadline for LINKS Global Marketing Competition.
March 7	LINKS industries are initialized. LINKS passcodes are e-mailed to everyone.
Input Submission Deadlines @ Noon U.S. Eastern Time	March 14, 21, and 28 April 4, 11, and 18

Student Eligibility:

- Students compete in a LINKS Marketing Competition as part of an academic degree-granting program ... in an instructor-led course or in an independent-study/directed-study course at the student's academic institution. The LINKS portion of the course forms part of each student's course grade, presumably including written assignments, written reports, and presentations that the student's instructor includes in the course within which LINKS simulation participation occurs.
- The LINKS Global Marketing Competition is open to undergraduates and MBAs who have not previously participated in an academic degree-granting program with the LINKS Marketing Simulation. Participants must have previously completed or concurrently be completing an introductory marketing course.

Cost: USD\$38 per student. Credit-card payment is via PayPal, the LINKS payment processor. A PayPal account isn't required to make a single credit-card payment.

Registration: Instructors register their student teams for a LINKS Global Marketing Competition by contacting Randall G Chapman PhD, the LINKS author (LINKS@LINKS-simulations.com).

Team Size: Teams of four students are recommended. Minimum LINKS team size is three students; maximum LINKS team size is six students.

LINKS Manuals and Website: LINKS resources, including student manuals and instructor resources, are accessible via the LINKS website <http://www.LINKS-simulations.com>

Hardware and Software Requirements: Since LINKS is web-based, all that's needed to participate in a LINKS event is internet access and a web-browser (and, presumably, access to a printer, since the main LINKS results file after each game run is a lengthy Word doc file). There's no software to download or install. Since LINKS results files are in Word and Excel formats, local PC access to standard Microsoft Office software is required to participate in LINKS events.

Questions? Instructors with questions about the LINKS Global Marketing Competition are invited to contact Randall G Chapman PhD, the LINKS author (LINKS@LINKS-simulations.com).

