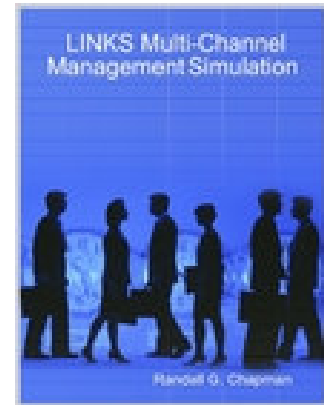


LINKS Multi-Channel Management Simulation

"I hear and I forget; I see and I remember; I do and I understand." - Confucius

The LINKS Multi-Channel Management Simulation is a sophisticated, team-based, competitive marketing management simulation that emphasizes marketing mix analysis, strategy, and tactics in the management of a portfolio of branded and private-label products across retail, direct/e-commerce, and major accounts channels.



LINKS firms are manufacturers in the simulated set-top box industry. LINKS industries may have as many as eight competing teams (four to six firms per industry are typical), with simultaneous parallel industries accommodating larger class sizes.

The LINKS Multi-Channel Management Simulation engages participants in all aspects of multi-channel marketing management:

- strategy (segmentation, market selection, differential advantage, and product-line portfolio management)
- analysis (of customers, segments, markets, competitors, and environment)
- planning
- marketing mix management (pricing and marketing support management [marketing spending, communications positioning, promotional strategy and tactics, and sales force management]).

Extensive marketing research resources are available to LINKS firms, including competitive benchmarking, market statistics, positioning analysis, customer satisfaction tracking, price sensitivity analysis, market potential analysis, market attractiveness analysis, value maps, and brand-switching analysis.

Learning Emphases	<ul style="list-style-type: none"> • Assessing marketing opportunities in multi-channel environments. • Formulating and executing marketing strategy (product-line management via segmentation, targeting, and positioning). • Multi-channel outbound logistics management (distribution network design and outbound transportation management) • Enhancing and encouraging fact-based analysis and decision making. • Marketing analysis and the interpretation of marketing data. • Competitive analysis, dynamics, and rivalry. • Coordinating marketing programs and operations capabilities. • Coping with environmental uncertainty.
Target Courses	Marketing elective courses in channels management and distribution channel management where multi-channel management is a major focus.
Simulation Administration	Chapman and Associates provides web-based remote administration of LINKS events. There's no software to download/install. Participants use their favorite web browser to access the LINKS Simulation Database to input decisions and retrieve results (a Word doc file) after simulation rounds.
Instructor Support	Randy Chapman (Chapman@LINKS-simulations.com) provides direct-from-the-author support to instructors throughout LINKS events, including pre-course counseling and course design with LINKS.

LINKS resources, including the participant's manual and extensive instructor resources, are conveniently accessible via the LINKS website (<http://www.LINKS-simulations.com>).