

LINKS Marketing Simulation

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

The LINKS Marketing Simulation is a sophisticated, team-based, competitive marketing management simulation designed for the first marketing course in MBA and EMBA programs where a marketing simulation experience is desired as part of a larger set of course activities. Each simulation round is approximately equivalent to a large Harvard-style case study in terms of analysis, individual preparation, team meeting and discussion, and student-time requirements.



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 Marketing Simulation engages participants in all aspects of marketing management: strategy (segmentation, market selection, differential advantage, and product-line portfolio management), analysis (of customers, segments, markets, competitors, and environment), and marketing mix management. It emphasizes product and service product-line portfolio management through indirect and direct channels in multiple market regions. Many marketing research resources are available to LINKS firms, including competitive benchmarking, concept testing, price sensitivity analysis, and marketing program experiments.

Learning Emphases	<ul style="list-style-type: none"> • Assessing marketing opportunities. • Formulating and executing marketing strategy (product-line management via segmentation, targeting, and positioning). • 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.
Target Courses	The first marketing course in MBA and EMBA programs, where a competitive marketing simulation experience is desired as part a larger set of course activities.
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>).