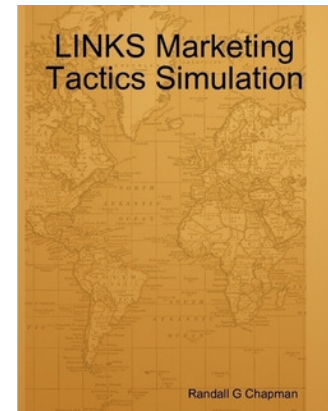


LINKS Marketing Tactics Simulation

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

The LINKS Marketing Tactics Simulation focuses on tactical, “go-to-market” decisions: pricing and marketing communications (marketing spending, marketing mix allocation, marketing communications positioning, and promotional programs). LINKS firms market existing low-end and mid-range products through a retail channel in multiple regional markets. Sophisticated research study resources are available to LINKS firms, including competitive benchmarking, price sensitivity analysis, and marketing program experiments.



The LINKS Marketing Tactics Simulation is a team-based, competitive, marketing simulation designed for introductory marketing courses in undergraduate, MBA, and EMBA programs and for executive education programs where a small tactical marketing simulation experience is desired as part of a larger set of course activities.

Each of the recommended four simulation rounds is approximately equivalent to a smaller Harvard-style case study in terms of analysis, individual preparation, team meeting and discussion, and student-time requirements. Estimated participant working time is 1.5 hours per simulation round.

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.

Learning Emphases	<ul style="list-style-type: none"> • Designing and executing tactical, “go-to-market” marketing programs. • Assessing marketing opportunities. • 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 LINKS Marketing Tactics Simulation is targeted at the introductory marketing course in academic degree-granting educational programs (undergraduate, MBA, and EMBA programs) and for executive education programs where a small tactical marketing simulation experience is desired as part of a larger set of course activities. This simulation event would typically be scheduled in the latter part of a course when discussion of pricing and marketing communications management issues had already occurred.
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>).