

## LINKS Positioning Strategy Simulation

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

The LINKS Positioning Strategy Simulation is a sophisticated, team-based, competitive marketing strategy simulation designed for academic course applications where a “modest” four-six round 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 Positioning Strategy Simulation engages participants in all aspects of marketing strategy: strategy (segmentation, market selection, differential advantage, and product-line portfolio management), analysis (of customers, segments, markets, competitors, and environment), and marketing mix management. Many marketing research resources are available to LINKS firms, including benchmarking, price sensitivity analysis, and conjoint analysis.

Learning Emphases	<ul style="list-style-type: none"> <li>• Assessing marketing opportunities.</li> <li>• Formulating and executing marketing strategy (product-line portfolio management via segmentation, targeting, and positioning).</li> <li>• Market entry strategies and tactics.</li> <li>• Enhancing and encouraging fact-based analysis and decision making.</li> <li>• Marketing analysis and the interpretation of marketing data.</li> <li>• Competitive analysis, dynamics, and rivalry.</li> <li>• Coping with environmental uncertainty.</li> </ul>
Target Courses	Marketing management, marketing strategy, product strategy/management, marketing planning, new product/service management, and marketing capstone courses where a “modest” four-six round but sophisticated competitive marketing strategy simulation experience is desired, as part of 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@ChapmanRG.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>).

The LINKS Positioning Strategy Simulation is a smaller version of the full LINKS Marketing Strategy Simulation when only limited student and class time is available for a simulation exercise. The author has used LINKS PS successfully in a four-round format in a three-day executive education seminar. Other instructors have used LINKS PS when they want the sophistication of the full LINKS MS simulation but in a more limited time format.