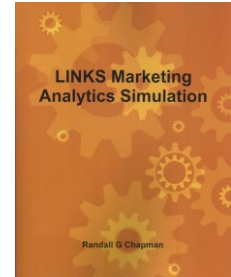


"I hear and I forget; I see and I remember; I do and I understand." - Confucius

The LINKS Marketing Analytics Simulation challenges student-teams to transform marketing research data into insights that improve marketing decision making and increase profitability by:

- Selecting research studies to assess competitive position and performance, customer segments, and marketing resource allocation performance.
- Exploiting research studies data with action-oriented analyses.
- Linking analytics to strategy (product-line management via segmentation, targeting, and positioning) to improve product-line portfolio performance in competitive markets.



Learning Emphases	<ul style="list-style-type: none"> • Encourage and enhance fact-based analysis and marketing decision making. • Marketing analysis and the interpretation of marketing data. • Link marketing analytics to marketing strategy (product-line management via segmentation, targeting, and positioning). • Designing and executing competitive and profitable marketing programs.
Simulation Role Within Marketing Analytics and Marketing Research Courses	<p>A hands-on, engaging, team-based, later-in-the-course, marketing analytics project.</p> <p>Students are challenged to use the simulation's rich marketing research resources to improve the performance of their firm during the competitive simulation exercise.</p>
Format and Student Workload	<p>5-6 rounds (quarters) ... but if a smaller 4-round event is desired, then the LINKS Marketing Research Simulation may be appropriate.</p> <p>Students typically spend 2.5 to 3 hours per round working on LINKS.</p>
Simulation Industry Size and Composition	<p>4-6 firms per LINKS industry with teams of 3-5 students is typical.</p> <p>Multiple, independent LINKS industries accommodate larger-sized classes.</p>
Teaching Plan {team meetings are normally outside of class time, in the traditional style of "case study" preparation}	<ul style="list-style-type: none"> • 30-minute in-class introduction (after students read the LINKS manual) • Simulation rounds scheduled once or twice a week in the latter part of a course. • Some class time should be allocated to teaching students about advanced LINKS research studies (e.g., concept testing, price sensitivity analysis, conjoint analysis, and in-field marketing program experiments). • A private 30-minute instructor review meeting should be scheduled with each team at the simulation event's mid-point. • Post-event, team-based report (written reports or in-class presentations) and/or 45-minute instructor-led in-class debriefing
Student Assessment	<ul style="list-style-type: none"> • Minority of LINKS Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators. • Majority of LINKS Grade: Mid-event and final team written reports. • Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page "advice-to-my-successor" memo.
Simulation Administration	<p>LINKS Simulations 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 (Word doc and Excel files) after simulation rounds.</p>
Instructor Support	<p>Randy Chapman (Chapman@LINKS-simulations.com) provides direct-from-the-author support to instructors throughout LINKS events.</p>

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