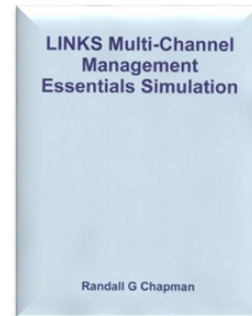


"I hear and I forget; I see and I remember; I do and I understand." - Confucius

The LINKS Multi-Channel Management Essentials Simulation is a ...

- ✓ sophisticated, team-based, competitive, small-sized marketing management simulation;
- ✓ emphasizing product-portfolio strategy, analysis, planning, tactics, and management across retail, direct/e-commerce, and major accounts channels;
- ✓ for channels management, distribution management, and category management courses where multi-channel management is a major focus;
- ✓ for undergraduate|MBA|EMBA courses and ExecEd programs where an instructor has limited time for a team-based, competitive simulation experience.



The LINKS Multi-Channel Management Essentials Simulation is a scaled-down version of the LINKS Multi-Channel Management Simulation with:

- Less manufacturing detail (no emergency production; if inventory is insufficient to meet customer demand, then unfilled orders result).
- Less marketing detail (only price and marketing spending decisions for each product, channel, and region).
- No service decisions and no information technology decisions.
- Fewer research studies, but key research studies are retained.

The LINKS Multi-Channel Management Essentials Simulation is a 4-round simulation (1.5-2 hours of student time per round). The medium-sized LINKS Multi-Channel Management Simulation is a 6-round simulation.

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"> • Formulating and executing marketing strategy and tactics. • Assessing opportunities in multi-channel environments. • Multi-channel outbound logistics management (distribution and transportation). • Developing and implementing plans. • Competitive analysis, dynamics, and rivalry. • Coordinating marketing programs and operations capabilities. • Coping with uncertain environmental forces. |
| Target Courses | Channels management, distribution management, and category management courses where multi-channel management is a major focus. |
| Simulation Administration | 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 (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>).