

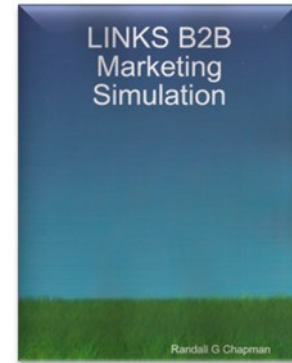
"I hear and I forget; I see and I remember; I do and I understand." - Confucius

The LINKS B2B Marketing Simulation is a sophisticated, team-based, competitive marketing management simulation designed for business-to-business marketing courses where a team-based, competitive simulation experience is desired as part of a larger set of course activities.

Each LINKS 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 B2B 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), service management, and marketing mix management. It emphasizes product and service product-line portfolio management through a direct sales channel in multiple market regions. Many marketing research resources are available to LINKS firms, including competitive benchmarking, concept testing, and price sensitivity analysis.



Learning Emphases	<ul style="list-style-type: none"> • Formulating and executing marketing strategy in B2B markets. • Marketing opportunity assessment. • Market entry strategies and tactics. • Marketing analysis and marketing data interpretation. • Competitive analysis, dynamics, and rivalry. • Coping with uncertain environmental forces. • Enhancing fact-based analysis and decision making.
Target Courses	Business-to-business marketing courses where a team-based, competitive marketing simulation experience is desired as part a larger set of course activities.
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>).