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

The LINKS Marketing Strategy Simulation is a sophisticated, team-based, competitive marketing strategy 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.
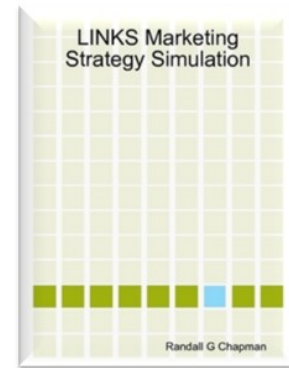
The LINKS Marketing Strategy Simulation engages participants in all aspects of marketing strategy: strategy (segmentation, market selection, differential advantage, and product-line portfolio management), analysis (of customers, segments, markets, competitors, and environment), planning, and marketing mix management. It emphasizes product and service product-line portfolio management through indirect and direct channels in multiple categories and market regions.

Extensive marketing research resources are available to LINKS firms, including competitive benchmarking, market statistics, positioning analysis, customer satisfaction tracking, concept testing, price sensitivity analysis, market potential analysis, test marketing, conjoint analysis, market attractiveness analysis, value maps, and brand-switching analysis.

Learning Emphases	• Assessing marketing opportunities. • Formulating and executing marketing strategy (product-line management via segmentation, targeting, and positioning). • Market entry strategies and tactics. • Enhancing and encouraging fact-based analysis and decision making. • Marketing analysis and the interpretation of marketing data. • Competitive analysis, dynamics, and rivalry. • Coordinating marketing programs and operations capabilities. • Coping with environmental uncertainty.
Target Courses	Marketing strategy, strategic marketing, product strategy/management, marketing planning, new product/service management, and marketing capstone courses.
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).