

Choosing the Right LINKS Marketing Simulation For Undergraduate, MBA, and EMBA Marketing Courses



Desired Team-Based, Competitive Simulation Experience

LINKS Simulations Solution

Introductory Courses

Introductory Undergraduate	Smallest-size marketing simulation exercise.	LINKS Marketing Tactics Simulation
	Small-size but “full” marketing simulation experience.	LINKS Marketing Principles Simulation
	Medium-size marketing simulation experience.	LINKS Marketing Simulation
	Medium-size services-focused marketing simulation experience.	LINKS Services Marketing Simulation
Introductory MBA and EMBA	Smallest-size marketing simulation exercise.	LINKS Marketing Tactics Simulation
	Medium-size marketing simulation experience.	LINKS Marketing Simulation
	Medium-size services-focused marketing simulation experience.	LINKS Services Marketing Simulation

Advanced Courses (where an introductory marketing course is a pre-requisite)

Category Management	Medium-size marketing channels management simulation experience.	LINKS Multi-Channel Management Simulation
Marketing Channels	Medium-size marketing channels management simulation experience.	LINKS Multi-Channel Management Simulation
Marketing Research	Medium-size marketing management simulation experience, with advanced research studies (e.g., price sensitivity analysis, marketing program experiments, and conjoint analysis).	LINKS Positioning Strategy Simulation
New Products Management	Medium-size product portfolio management simulation experience, including new product launches and positioning.	LINKS Positioning Strategy Simulation
Pricing	Smallest-size pricing and marketing communications management simulation exercise.	LINKS Marketing Tactics Simulation
Services Marketing and Services Management	Small-size service quality management simulation exercise.	LINKS Service Quality Management Simulation
	Medium-size services marketing simulation experience.	LINKS Services Marketing Simulation
	Large-size services management simulation experience.	LINKS Services Management Simulation
Marketing Strategy, Strategic Marketing, and Marketing “Capstone”	Medium-size marketing strategy simulation experience.	LINKS Positioning Strategy Simulation
	Medium-size services-focused marketing simulation experience.	LINKS Services Marketing Simulation
	Large-size marketing strategy simulation experience.	LINKS Marketing Strategy Simulation
	Whole course is built around the marketing strategy simulation experience, including large written reports (e.g., marketing plans). Supply management (procurement, distribution, and transportation) is of interest, in addition to demand management.	xLINKS Marketing Strategy Simulation [Extreme]

Detailed comparative information about the LINKS marketing simulations is accessible on the LINKS website (<http://www.LINKS-simulations.com>). Access the LINKS website and then Marketing section. At the bottom of the Marketing Simulations webpage, you'll find a link to a detailed comparison of the LINKS marketing simulations.