

## LINKS Pricing in Academic Degree-Granting Programs

LINKS pricing (in USD\$) includes:

- the full LINKS simulation experience
- the LINKS participant's manual, freely accessible/downloadable via the LINKS website
- access to the LINKS website's resources throughout LINKS events
- remote administration of LINKS by LINKS Simulations staff (i.e., with 24x7 web browser access to input decisions and retrieve results, there's no software to download/install)
- on-going pre- and within-event support to instructors provided directly by the LINKS author.

LINKS Enterprise Management Simulation	\$38 per student
LINKS Enterprise Management Simulation [Enriched Edition]	\$49 per student
xLINKS Enterprise Management Simulation [Extreme Edition]	\$60 per student
LINKS Marketing Tactics Simulation	\$27 per student
LINKS Marketing Principles Simulation	\$38 per student
LINKS Marketing Simulation	\$38 per student
LINKS B2B Marketing Simulation	\$38 per student
LINKS Marketing Analytics Simulation	\$38 per student
LINKS Marketing Research Simulation	\$27 per student
LINKS Multi-Channel Management Simulation	\$38 per student
LINKS Multi-Channel Management Essentials Simulation	\$27 per student
LINKS Positioning Strategy Simulation	\$38 per student
LINKS Marketing Strategy Simulation	\$49 per student
xLINKS Marketing Strategy Simulation [Extreme Edition]	\$60 per student
LINKS Service Quality Management Simulation	\$27 per student
LINKS Services Marketing Simulation	\$38 per student
LINKS Services Operations Management Simulation	\$38 per student
LINKS Services Management Simulation	\$49 per student
xLINKS Services Management Simulation [Extreme Edition]	\$60 per student
LINKS Procurement Management Simulation	\$27 per student
LINKS Supply Chain Management Fundamentals Simulation	\$38 per student
LINKS Supply Chain and Service Management Simulation	\$38 per student
LINKS Supply Chain Management Simulation	\$49 per student
LINKS Supply Chain Management Simulation [Extended Edition]	\$49 per student

The Fine Print: (1) These prices include a maximum number of scheduled "rounds" (months or quarters, depending on the simulation). Based on past experience, most LINKS instructors' events fall within these maximums. Further details about these maximums are provided in a separate document ("LINKS Pricing Supplement"). (2) These prices reflect discounts for early payment (i.e., for students who pay for their LINKS participation before the scheduled completion of the first game run in a LINKS event). Students paying for LINKS after the first scheduled game run do so at the full (non-discounted) prices, which are 25% higher than the discounted prices listed above. (3) These LINKS prices are for class sizes of 12 or more students. Contact Randy Chapman (Chapman@LINKS-simulations.com) to discuss LINKS events involving fewer than 12 students. (4) Each student pays for access/exposure to the LINKS simulation experience, not for a personal "owned" copy of a LINKS participant's manual. Thus, all LINKS students pay the relevant LINKS usage fee and there are no "used LINKS books." (5) Separate pricing exists for LINKS applications in open-enrollment executive education and corporate programs.

Students normally access a course-specific webpage to pay the LINKS usage fee via personal credit card. Students receive an electronic receipt that may be provided to the instructor to verify payment of the LINKS usage fee. In some cases, instructors may prefer to arrange for direct institutional billing and payment of the relevant LINKS usage fees.

LINKS Pricing Questions? Contact Randall G. Chapman ([Chapman@LINKS-simulations.com](mailto:Chapman@LINKS-simulations.com))