



Course Roadmap

Introductory Marketing Courses

			
LINKS Marketing Tactics Simulation	LINKS Marketing Principles Simulation	LINKS Marketing Simulation	LINKS Services Marketing Simulation

Learning Emphases	<ul style="list-style-type: none"> - Assessing marketing opportunities. - Formulating and executing marketing strategy. - 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. - Coping with environmental uncertainty. 			
Simulation Size	“Smallest”	“Small”	“Medium”	“Medium”
Instructional Objective	“Modest” course “project”.	“Substantial” competitive simulation as part of a larger set of activities in an introductory marketing course.		
Target Courses	Introductory Undergrad, MBA, and EMBA Courses	Introductory Undergrad Marketing Course	Introductory MBA and EMBA Marketing Courses	Services Marketing and Introductory Marketing Courses
Typical Rounds	4	5-6	6-8	6
Time Per Round	1.5 hours	1.5 to 2 hours	2 to 3 hours	2 to 3 hours
Typical Industry Size	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent industries accommodate larger classes.			
Teaching Plan	<ul style="list-style-type: none"> • 30-minute in-class introduction (after students read the participant’s manual) • Four simulation rounds scheduled over 2-3 weeks later in the course • Post-event, team-based report (final written reports or in-class presentations); 30-minute instructor-led in-class debriefing <ul style="list-style-type: none"> • Six simulation rounds scheduled about weekly starting at about the course mid-point • Mid-event private instructor review meeting with each team. • Mid-event SWOT analysis or business review memo 			
Student Assessment	<ul style="list-style-type: none"> • Minority of LINKS Simulation Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer key performance indicators. • Majority of LINKS Simulation Grade: Team-based mid-event written report (optional for the LINKS Marketing Tactics Simulation) and final report or in-class presentation. • Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page “advice-to-my-successor” memo. 			
Cost Per Student	\$25	\$35	\$35	\$35



In academic degree-granting programs, \$25 and \$35 simulations include a maximum of 4 and 6 rounds, respectively. Extra rounds cost \$3 per student per extra round.



Current and potential LINKS instructors are invited to contact Randall G. Chapman PhD, the LINKS author (Chapman@LINKS-simulations.com), to discuss the LINKS simulation variant that may be most appropriate for their instructional application.

LINKS Marketing Simulations

Introductory Marketing


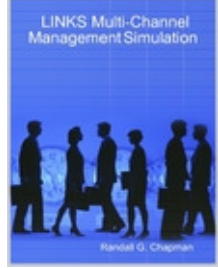


			
LINKS Marketing Tactics Simulation	LINKS Marketing Principles Simulation	LINKS Marketing Simulation	LINKS Services Marketing Simulation

Initialization Conditions and Market Structure				
Categories	1 [H]	1 [H]	2 [H&M]	2 [H&M]
Brand Portfolio	2 products [2H]	2 products [2H]	2 products [1H & 1M]	2 services
Channels	1 (retail)	2	2	1 (direct)
Product Development Decisions				
Product Configuration		✓	✓	
R&D Spending			✓	
Service Design Decisions				
Service Configuration				✓
Service Decisions				
Service Outsourcing		✓	✓	
CSR Salary				✓
CSR Hiring/Firing				✓
CSR Max Capacity Limit				✓
CSR Time Allocation To Services				✓
Generate Demand and Marketing Decisions				
Price	✓	✓	✓	✓
Marketing Spending	✓	✓	✓	✓
Marketing Mix Allocation	✓	✓	✓	✓
Positioning	✓	✓	✓	✓
Promotional Program	✓	✓	✓	
Sales Force Salary			✓	
Forecasting Decisions				
Short-Term Forecasts	✓	✓	✓	✓
Information Technology Decisions				
Billing System Technology				✓
Industry-Wide CSR Satisfaction Survey				✓
Internal CSR Satisfaction Survey				✓
Internet-Delivered Ancillary Service				✓
Telecommunications Systems Support				✓
Optional IT Reports			4	
Other Decisions				
Firm Name	✓	✓	✓	✓
Research Studies Decisions				
# of Research Studies	6	11	17	19



Which LINKS?

Marketing Electives

	 LINKS Positioning Strategy Simulation	 LINKS Multi-Channel Management Simulation	 LINKS Marketing Strategy Simulation	 xLINKS Marketing Strategy Simulation [Extreme Edition]
Learning Emphases	<ul style="list-style-type: none"> - Assessing marketing opportunities. - Formulating and executing marketing strategy - 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. - Coping with environmental uncertainty. 			
Simulation Size	“Medium”	“Medium”	“Large”	“Large” [Extreme]
Target Marketing Courses	A “smaller” LINKS marketing strategy simulation for marketing management, marketing strategy, product and brand management, marketing research, and new products courses.	Channels management, distribution channels, and category management electives.	Marketing strategy, product and brand management, new products, and marketing capstone courses.	Marketing strategy, marketing capstone, and business strategy courses where marketing and supply chain management are central to the course focus and where a “substantial” simulation experience is desired.
Typical Rounds	5-6	5-6	8-9	10-12
Time Per Round (hours)	2 to 3 hours	3 to 4 hours	3 to 5 hours	4 to 6 hours
Typical Industry Size	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent industries accommodate larger classes.			
Cost Per Student	\$35	\$35	\$45	\$60



In academic degree-granting programs, \$35, \$45, \$60 simulations include a maximum of 6, 9, and 12 rounds, respectively. Extra rounds cost \$3 per student per extra round.



Separate pricing exists for corporate education training programs and for university-based open-enrollment executive education programs.



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LINKS Marketing Simulations

Marketing Electives



Initialization Conditions and Market Structure				
Categories	1 [H]	2 [H&M]	2 [H&M]	2 [H&M]
Branded Products	3 [3H]	2 [1H & 1M]	2 [1H & 1M]	2 [1H & 1M]
Private-Label Products		2 [1H & 1M]		
Channels	1	3	3	3
Product Development Decisions				
Product Configuration	✓		✓	✓
R&D Spending			✓	✓
Procurement Decisions				
Raw Materials Management				✓
Sub-Assembly Components Management				✓
Manufacturing Decisions				
Production		✓	✓	✓
Emergency Production Limit		✓	✓	✓
Plant Capacity Management				✓
Distribution and Transportation Decisions				
Distribution		✓		✓
Transportation		✓		✓
Cross-Docking				✓
Surface Shipping Variations				✓
Service Decisions				
CSR Salary			✓	✓
CSR Hiring/Firing			✓	✓
Service Operations			✓	✓
Service Outsourcing	✓	✓	✓	✓
CSR Time Allocations To Products			✓	✓
Generate Demand Decisions				
Price	✓	✓	✓	✓
Marketing Spending	✓	✓	✓	✓
Marketing Mix Allocation	✓	✓	✓	✓
Positioning	✓	✓	✓	✓
Promotional Program		✓	✓	✓
Sales Force Salary		✓	✓	✓
Credit Financing				✓
Forecasting Decisions				
Short-Term Forecasts	✓	✓	✓	✓
Long-Term Forecasts				✓
Gross Margin Forecasts				✓
Information Technology Decisions				
IT Synchronization		✓		✓
Optional IT Reports		6	4	7
Other Decisions				
Firm Name	✓	✓	✓	✓
Supplemental Dividends				✓
Loans (2-Quarter and 4-Quarter)				✓
Research Studies Decisions				
# of Research Studies	18	20	32	39