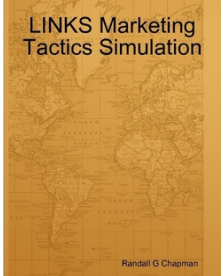
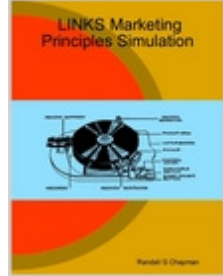
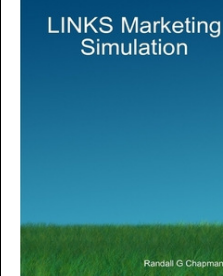





## Which LINKS?

### Introductory Marketing Courses

	 <p><b>LINKS Marketing Tactics Simulation</b></p>	 <p><b>LINKS Marketing Principles Simulation</b></p>	 <p><b>LINKS Marketing Simulation</b></p>	 <p><b>LINKS Services Marketing Simulation</b></p>
Learning Emphases	<ul style="list-style-type: none"> <li>- Assessing marketing opportunities.</li> <li>- Formulating and executing marketing strategy</li> <li>- Market entry strategies and tactics.</li> <li>- Enhancing and encouraging fact-based analysis and decision making.</li> <li>- Marketing analysis and the interpretation of marketing data.</li> <li>- Competitive analysis, dynamics, and rivalry.</li> <li>- Coping with environmental uncertainty.</li> </ul>			
Simulation Size	“Smallest”	“Small”	“Medium”	“Medium”
Target Marketing Courses	Introductory Undergraduate, MBA, and EMBA Courses	First Undergraduate Marketing Course	First MBA and EMBA Marketing Course	Services Marketing and Introductory Marketing
Typical Rounds	4	5-6	6-8	6
Time Per Round (hours)	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 LINKS industries are used for larger-sized classes.			
Cost Per Student	\$20	\$30	\$30	\$30



In academic degree-granting programs, \$20 and \$30 simulations include a maximum of 4 and 6 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.



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

# LINKS Marketing Simulations

## Introductory Marketing Courses


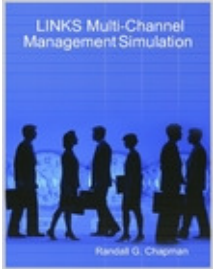

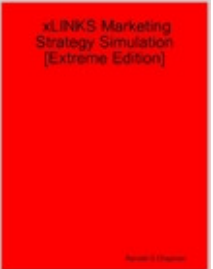


<b>Initialization Conditions and Market Structure</b>				
- Categories	1 [H]	1 [H]	2 H&M]	2 [H&M]
- Portfolio Size	2 products [2H]	2 products [2H]	2 products [1H & 1M]	2 services
- Channels	1	2	2	1
<b>Product Development Decisions</b>				
- Product Configuration		✓	✓	
- R&D Spending			✓	
<b>Service Design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



## Which LINKS?

## Marketing Electives

	 <b>LINKS Positioning Strategy Simulation</b>	 <b>LINKS Multi-Channel Management Simulation</b>	 <b>LINKS Marketing Strategy Simulation</b>	 <b>xLINKS Marketing Strategy Simulation [Extreme Edition]</b>
Learning Emphases	<ul style="list-style-type: none"> <li>- Assessing marketing opportunities.</li> <li>- Formulating and executing marketing strategy</li> <li>- Market entry strategies and tactics.</li> <li>- Enhancing and encouraging fact-based analysis and decision making.</li> <li>- Marketing analysis and the interpretation of marketing data.</li> <li>- Competitive analysis, dynamics, and rivalry.</li> <li>- Coping with environmental uncertainty.</li> </ul>			
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 LINKS industries are used for larger-sized classes.			
Cost Per Student	\$30	\$30	\$45	\$60



In academic degree-granting programs, \$30, \$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



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