

LINKS Marketing Strategy Simulation

LINKS Train-The-Trainer Seminar



August 17-19, 2010

The next LINKS Train-The-Trainer Seminar for the LINKS Marketing Strategy Simulation is scheduled for August 17-19, 2010. Randy Chapman, the LINKS author, will work with interested faculty and advanced doctoral students in distance-learning mode to show how the LINKS marketing simulations can be effectively incorporated into their Marketing Principles, Marketing Strategy, Marketing Management, Product/Brand Management, New Products, Channels and Category Management, and Marketing Research courses.

Event Format: This is a three-day, distance-learning event with five one-hour teleconferences and a four-round simulation event scheduled over the three days. There will be morning and afternoon teleconferences on August 17 and 18, with a concluding teleconference on August 19.

- August 17 AM: Decision 1 due. Teleconference topic – introduction.
- August 17 PM: Decision 2 due. Teleconference topic – faculty roles in simulation events.
- August 18 AM: Decision 3 due. Teleconference topic – simulation customization.
- August 18 PM: Decision 4 due. Teleconference topic – performance diagnosis/evaluation.
- August 19 AM: Teleconference topic – simulation logistics.

The LINKS Train-The-Trainer Seminar is offered in “intensive” distance-learning mode, where participants devote 5-6 hours per day to LINKS activities during the three days of the event. Participants read the LINKS participant’s manual prior to August 17.

Costs: This distance-learning seminar is free to faculty and advanced doctoral students, although you or your institution incur long-distance phone charges to participate in the daily teleconferences.

Registration: Contact Randy Chapman (Chapman@LINKS-simulations.com). In your e-mail correspondence, please identify your university/college affiliation, the course titles/names in which you contemplate using LINKS, and which LINKS simulations variant you wish to work with during the four-round simulation event included in the LINKS Train-The-Trainer Seminar.

Faculty and advanced doctoral students normally participate as single-person teams in this LINKS “exploratory journey.” Multiple faculty and advanced doctoral students from the same institution are welcome to participate together in their own team. Please sign up early!

Questions: Please contact Randy Chapman (Chapman@LINKS-simulations.com).

About the LINKS Simulation: The LINKS Marketing Strategy Simulation engages students in all aspects of marketing strategy: strategy (segmentation, market selection, differential advantage, and product-line portfolio management), analysis (of customers, segments, markets, competitors, and the environment), planning, and management of marketing programs. For more information about LINKS, please access the LINKS website: <http://www.LINKS-simulations.com>

About the Seminar: The LINKS Marketing Strategy Simulation is competitive by design. However, no winners are designated in this distance-learning seminar and no records are kept of teams’ performance. This is an opportunity for exploration, immersion, and learning; it’s about learning, not about competitive performance.