# LINKS Brand Audit

*"I hear and I forget; I see and I remember; I do and I understand."* - Confucius

The LINKS Brand Audit is a sophisticated, team-based, brand auditing and analysis exercise. Operating within a marketing research budget constraint, students iteratively purchase marketing research studies for their brand auditing effort. The LINKS Brand Audit accommodates any number of relatively small-sized teams of students (team sizes of 3-4 are appropriate).

The LINKS Brand Audit is a focused version of the LINKS Marketing Strategy Simulation used over several weeks at the end of a marketing research course or marketing elective. It is used in lieu of a field project or as an action-based feedback-laden exercise or exam-substitute. The deliverable is a final brand-audit report or presentation, with fact-based recommendations for improving a brand's long-run performance and profitability. Extensive marketing research resources are available, including competitive benchmarking, positioning analysis, concept tests, price sensitivity analysis, and conjoint analysis.

The LINKS Brand Audit is equivalent to several larger Harvard-style cases in terms of student workload. Students access the web-based LINKS Simulation Database to execute orders for immediate-access marketing research studies. Student teams may proceed as quickly as they wish through the LINKS Brand Audit, executing successive waves of research requests chosen from the lengthy menu of available marketing research resources. Student teams analyze the same firm-specific competitive situation in a dynamic, feedback-oriented, web-based, brand audit exercise.

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| Learning Emphases | • Assessing marketing opportunities.<br>• Auditing brand performance and potential.<br>• Formulating and executing marketing strategy.<br>• Enhancing and encouraging fact-based analysis and decision making.<br>• Marketing analysis and the interpretation of marketing data.<br>• Competitive analysis, dynamics, and rivalry. |
| Teaching Usage | Marketing research and marketing electives where a research-based brand audit exercise is of interest as a several-week engaging, interactive experience culminating with a final report/presentation. |
| Simulation Administration | Chapman and Associates provides web-based remote administration of LINKS events. There's no software to download/install. Participants use their favorite web browser to access the LINKS Simulation Database to request immediate-access marketing research studies. |
| Instructor Support | Randy Chapman (Chapman@ChapmanRG.com) provides direct-from-the-author support to instructors throughout LINKS events, including pre-course counseling and course design with LINKS. |

LINKS resources, including the participant's manual and extensive instructor resources, are conveniently accessible via the LINKS website (http://www.LINKS-simulations.com).