



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 7B: Buying and Distribution (part 2)

DoDEA Benchmarks	3.10	3.11
Business/Computer Standard(s)		
◆ Identify and develop successful marketing techniques for distribution and purchasing		
Unit Objectives		
◆ Discuss how customer needs are analyzed		
◆ Identify three basic buying plans to track inventory and buying needs		
◆ Compare and contrast suppliers' offers and select the best		
◆ Explain how buyers order goods		
◆ System for distribution of different products		
◆ Describe various inventory systems and procedures		
Text	Marketing Essentials	
Resources	Unit 7: Chapter 26 & 27 Student Activity Workbook Student Templates	
Time Frame	8 hours (suggested)	

CHAPTER 26: PURCHASING

_____	READ TEXT	pp. 336-344
_____	DO WORKBOOK	p. 161
_____	READ TEXT	pp. 345-349
_____	DO FACT AND IDEA--question 1	p. 350
_____	DO APPLICATION PROJECTS--App # 1	p. 351
_____	DO APPLICATION PROJECTS--App # 2	p. 351
_____	DO WORKBOOK	pp. 159-162
_____	DO WORKBOOK (Computer Activity)	pp. 163-164

Turn in work as instructed

CHAPTER 27: STOCK HANDLING AND INVENTORY CONTROL

_____	READ TEXT	pp. 353-357
_____	DO CRITICAL THINKING--question 2	p. 362
_____	DO HUMAN RELATIONS--question 5	p. 362
_____	READ TEXT	pp. 358-361
_____	DO FACT and IDEA--questions 5, 6, 7, 8, 10, 11, 12	p. 362
_____	DO CRITICAL THINKING--questions 4, 5, 6	p. 362
_____	DO WORKBOOK	pp. 165, 166, 168, 169-170
_____	DO WORKBOOK (Computer Activity)	pp. 171-172

Self Assessment – “I/ I can/do...”

LAP 7B

- discuss how customer needs are analyzed
- identify three basic buying plans to track inventory and buying needs
- compare and contrast suppliers' offers and select the best
- explain how buyers order goods
- system for distribution of different products
- describe various inventory systems and procedures