



Name \_\_\_\_\_  
 Period \_\_\_\_\_  
 Date Started \_\_\_\_\_  
 Date Completed \_\_\_\_\_

## Marketing LAP 7A: Buying and Distribution (part 1)

<b>DoDEA Benchmarks</b>	3.10	3.11
<b>Business/Computer Standard(s)</b>		
◆ Identify and develop successful marketing techniques for distribution and purchasing		
<b>Unit Objectives</b>		
◆ Define and discuss channels of distribution		
◆ Identify circumstances requiring multiple channels		
◆ Compare costs of direct sales force vs. independent agents		
◆ Explain challenges involved in distribution to foreign markets		
◆ Identify transportation systems for distribution of different products		
◆ Describe storage and warehouse needs		
<b>Text</b>	Marketing Essentials	
<b>Resources</b>	Unit 7: Chapters 24 & 25 Student Activity Workbook Student Templates	
<b>Time Frame</b>	8 hours (suggested)	

**In this LAP and all following LAPS, look at all illustrations and read the shaded box stories before reading the chapters.**

### CHAPTER 24: CHANNELS OF DISTRIBUTION

_____	READ TEXT	pp. 307-314
_____	DO Worksheet Question 1	attached
_____	DO WORKBOOK	pp. 149-150
_____	READ TEXT	pp. 314-319
_____	DO Worksheet Questions 2-3	attached
_____	DO WORKBOOK (Computer Activity)	pp. 151-152

**Turn in work as instructed**

**CHAPTER 25: PHYSICAL DISTRIBUTION**

_____	READ TEXT	pp. 322-328
_____	DO FACT AND IDEA--questions 4, 6, 7, 8, 9	p. 334
_____	DO CRITICAL THINKING--question 3	p. 334
_____	DO WORKBOOK	p. 155
_____	READ TEXT	pp. 329-333
_____	DO FACT AND IDEA--questions 14, 15, 16	p. 334
_____	DO WORKBOOK	pp. 153, 154, 156
_____	DO WORKBOOK (Computer Activity)	pp. 157-158

**Turn in work as instructed**

<b>Self Assessment – “I/ I can/do...”</b>	<b>LAP 7A</b>
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- define and discuss channels of distribution
- identify circumstances requiring multiple channels
- compare costs of direct sales force vs. independent agents
- explain challenges involved in distribution to foreign markets
- identify transportation systems for distribution of different products
- describe storage and warehouse needs

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MARKETING – LAP 7A

- 1)** You have purchased a 100% cotton T-shirt. Write down the steps necessary to transform raw cotton from a farmer's field into this T-shirt that you purchased in a store.
- 2)** What problems (beyond language barriers) do you foresee in trying to distribute and sell a company's products in a foreign market.
- 3)** Assume that you work for a perfume manufacturer that wants to expand the market for its scents beyond cologne and perfumes for consumers. Give consideration to selling the firm's chemical formula to manufacturers of other products that require scents. (You might want to list all the different types of products that require scents.) Also, consider placing the existing product with businesses other than retail outlets. (You might to list other businesses that could be markets for perfumes and colognes.)