Unit 10 Marketing Channels: Delivering Customer Value

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

A firm's success depends not only on how well it performs but also on how well its entire marketing channel competes with competitors' channels

Essential Questions

Why are marketing channels important?

How do the chanel design decisions fit into the overall marketing strategy?

In what was is supply chain management part of the plan?

Knowledge and Skills

1. Explain why companies use marketing channels and discuss the functions these channels perform

2. Discuss how channel members interact and how they organize to perform the work of the channel

3. Identify the major channel alternatives open to a company

4. Explain how companies select, motivate, and evaluate channel members

5. Discuss the nature and importance of marketing logistics and integrated supply chain management

Transfer Goals

To be good at customer relationship management, a company must also be good at partner relationship management

Contact information for companies is available to interact with them.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway