Unit 07: Place-Distribution Decisions

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.A.2	Differentiate between taxable and nontaxable income.
PFL.9.1.12.B	Money Management
PFL.9.1.12.C.1	Compare and contrast the financial benefits of different products and services offered by a variety of financial institutions.
PFL.9.1.12.D.11	Assess the role of revenue-generating assets as mechanisms for accruing and managing wealth.
PFL.9.1.12.D.14	Evaluate how taxes affect the rate of return on savings and investments.
PFL.9.1.12.E.1	Evaluate the appropriateness of different types of monetary transactions (e.g., electronic transfer, check, certified check, money order, gift card, barter) for various situations.
PFL.9.1.12.E.2	Analyze and apply multiple sources of financial information when prioritizing financial decisions.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.2.12.A.1	Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation.
TECH.8.2.12.B.CS1	The cultural, social, economic and political effects of technology.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.CS1	The attributes of design.

Enduring Understanding

The distribution component of the marketing mix focuses on the decisions and activities involved in making products available to customers when and where they want to purchase them.

Creators of content need to work with retialers to sell their products.

Essential Questions

What value is added to the product by retailers?

What major issues should be considered when determining a retail site location?

Knowledge and Skills

describe the purpose and funtion of retailers in the marketing channel

identify the major types of retailers

explain strategic issues in retailing

evaluate the various forms of direct marketing, direct selling, and vending

analyze franchising and describe the benefits and weaknesses

to explain the nature and funtions fo wholesalers

Transfer Goals

Businesses face a multitude of challenges in order to reamin successful.

Collaboration and negotiation are pivotal skills in working with other parties.

Resources

Textbook

Marketing, 2016. Pride & Ferrell. Cengage Learning

Websites

https://www.w3schools.com/html/

https://learn.shayhowe.com/html-css/building-your-first-web-page/

https://www.getvero.com/resources/email-marketing-guide/

https://www.youtube.com/

Software

- Notepad++
- Adobe Creative Suite
- Microsoft Excel