

Unit 2 - Distribution Decisions

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 2**
Length: **3 Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.N.(1); 9.4.N.(2); 9.4.N.(5)

BUS.9-12.V	Marketing Research
BUS.9-12.II.1.B	Segmentation and Target Markets
BUS.9-12.IV.1.A.3	Packaging
BUS.9-12.IV.1.A.4	Branding
BUS.9-12.IV.1.A.6	Service Extensions
BUS.9-12.VI	The Marketing Plan
BUS.9-12.III.1.A	Government and Legal Regulations
BUS.9-12.III.1.C	Economic Issues
BUS.9-12.III.1.D	Competitive Environment

Essential Questions

1. What is the importance of physical distribution to business?
2. What influence does the purchaser have on the success of a business?
3. How does wholesaling and retailing impact the economy?
4. How has e-commerce altered retailing, wholesaling and direct marketing environments?
5. What is the process of marketing management which leads to the efficiency of organizations?

Content / Skills

CONTENT

- Channels of distribution ^[L]_[SEP]
- Channel management ^[L]_[SEP]
- Vertical marketing systems ^[L]_[SEP]
- Modes and role of transportation ^[L]_[SEP]
- ^[L]_[SEP]Wheel of Retailing
- Marketing Mix

- Wholesaler, Retailer and Direct Marketing ^[L]_[SEP]
- E-commerce
- Marketing management

SKILLS ^[L]_[SEP]

- Describe the types of marketing channels ^[L]_[SEP]
- Explain how channel management impacts a business as well as the consumer ^[L]_[SEP]
- Describe strategies in selecting a target market and how the marketing mix is implemented ^[L]_[SEP]
- Identify the difference between wholesalers, retailers and direct marketers ^[L]_[SEP]
- Identify strategies for new product development ^[L]_[SEP]
- Explain how the E-commerce has altered the retailing, wholesaling, and direct marketing environments
- Identify the marketing management process and outline what marketing managers must manage in order to be effective