

2.2.4 The Marketing Mix – Promotion (169-174)

Learning Outcome: At the end of this lesson you should understand the

- *To explain the meaning and importance of channels of distribution*
- ***Recognise how businesses select the right channels of distribution***

Starter: This weeks business quiz

When we look at the marketing mix, we often forget about PLACE or LOCATION and availability of a Product or service. This P is all about how the OWNERSHIP passes from the producer to the final customer.

Traditional types of distribution

- Producers
- Wholesalers
- Retailers

Direct Marketing - Connecting the distribution channel

Mail-order businesses

Telesales

Online selling

Levels of distribution

Zero level

One level

Two level

Intermediaries – Advantages & disadvantages

Selecting the right channel of distribution

Importance of getting distribution right

Internet and distribution

Topic Test

- What is meant by a 'distribution channel'?
- What is the difference between a wholesaler and a retailer?

- What is meant by a zero level distribution channel?
- Explain one benefit of distribution directly to customers?
- Why do firms sell through intermediaries?