

COURSE MAM3050: DISTRIBUTING GOODS & SERVICES**Level:** Advanced**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students explore the channels of distribution and modes of transportation used to direct goods from the producer to the consumer.**Parameters:** No specialized equipment or facilities.**Supporting Courses:** MAM1010 Management & Marketing Basics
MAM2040 Retail Operations**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify and compare different channels of distribution and modes of transportation 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a concept test consisting of questions related to: <ul style="list-style-type: none"> different channels of distribution available to marketers and the generic-types of products that traditionally flow through each channel a comparison relating the modes of transportation available in the marketplace middlemen used in distribution; e.g., wholesalers and agents. <p><i>Assessment Tool</i> <i>Sample Test Items:</i> Marketing Today: A Retail Focus, Teacher's Resource, Chapter 1 test <i>Assessment Task:</i> Comparing Modes of Transportation (MAM3050-1)</p> <p><i>Standard</i> <i>Rating of 50% or higher on concept test all sections competed in chart for modes of transportation</i></p>	20
<ul style="list-style-type: none"> identify and describe different types of retailers present in the community 	<ul style="list-style-type: none"> a presentation consisting of types and names of local retailers; including the lines of merchandise or services they offer. <p><i>Assessment Tool</i> <i>Assessment Task:</i> Examine Types of Retailing (MAM3050-2)</p> <p><i>Standard</i> <i>All sections completed in chart for types of retailing</i></p>	20

COURSE MAM3050: DISTRIBUTING GOODS AND SERVICES (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • identify and present the channels of distribution and modes of transportation used for a manufactured product • identify personal interests and opportunities as they relate to careers in distribution • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a presentation/research project consisting of selecting a manufactured product, researching the product back to its raw material state, visually presenting all channels of distribution and modes of transportation used to bring the product to the consumer. <p><i>Assessment Tool</i> <i>Assessment Guide: Channels of Distribution Presentation (MAM3050-3)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p> <ul style="list-style-type: none"> • a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i></p> <p><i>Standard</i> <i>Three career profiles, all sections completed</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>50</p> <p>10</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Channels of Distribution Systems and Strategies</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define channels of distribution and provide examples • research the three major distribution policies and provide examples of products that follow each policy: <ul style="list-style-type: none"> – extensive – selective – exclusive 	

COURSE MAM3050: DISTRIBUTING GOODS AND SERVICES (continued)

Concept	Specific Outcomes	Notes
Channels of Distribution Systems and Strategies (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • evaluate the role of producers, processors, manufacturers, agents, brokers, wholesalers, retailers and consumers, and identify examples of each • compare the most common types of channels and provide examples of products that go through each channel: <ul style="list-style-type: none"> – produce to consumer (direct) – one intermediary (retailer) – two intermediaries (wholesaler, retailer) – three intermediaries (agent, wholesaler, retailer) • research the role of a broker, commission agent (sales, manufacturer). 	
Wholesalers and Agents	<ul style="list-style-type: none"> • list the functions of a wholesaler • research the importance of wholesalers to manufacturers, to retailers • research local wholesalers in his or her community • describe the different types of agent intermediaries and their role in the distribution process. 	Real-estate agents, brokers, auctioneers.
Retailers	<ul style="list-style-type: none"> • analyze the common types of retail stores and give examples of each; include both service and merchandising businesses • describe the types of non-store retailers • analyze future retailing opportunities and how they might effect traditional channels. 	<p>Convenience, specialty, discount, department, supermarket, superstore, co-operatives, wholesale warehouse club, catalogue showroom.</p> <p>Mail order, direct selling, telemarketing, automatic vending, network marketing.</p>

COURSE MAM3050: DISTRIBUTING GOODS AND SERVICES (continued)

Concept	Specific Outcomes	Notes
Modes of Transportation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain the role transportation plays within the channels of distribution • compare the advantages and disadvantages of the various modes of transportation (cost, accessibility, reliability, in-transit time, flexibility): <ul style="list-style-type: none"> – rail – road – pipeline – air – water • illustrate the modes of transportation used for a variety of different products • research developments in transportation methods. 	<p>For example, canned goods versus fresh flowers from Holland. For example, intermodal containerization with ship, rail, plane, truck.</p>
Career Exploration	<ul style="list-style-type: none"> • analyze a variety of career opportunities in distribution • identify personal interests, talents and experiences as they relate to careers in distribution. 	<p>Define key terms related to career path/ladders, entry-level positions, mid-management, management positions.</p>