



This course supports the assessments for Marketing Management Tasks. The course covers 1 competency and represents 6 competency units.

## Introduction

This course is aligned to the AST1 performance assessment. The same study materials are utilized in the ASC1 objective assessment. If you have previously completed that assessment, then you should have already completed the required study activities found in this course. You may wish to review the assignments here, but you are not required to repeat these activities. If you have not yet completed the ASC1 assessment, then please proceed through this course in full.

### Overview

Marketing channels and value networks play a critical role in marketing. The channel systems are the pathways for products and services to reach their intended end-user customers. The value added at each level of this supply chain can make a significant difference as to whether the delivery of the good meets the needs of the customers and keeps them spending money. Along the way there are channel members called intermediaries that can be great allies in getting your products to customers, or they can be enemies. Choosing the most appropriate distribution channels and effective channel members and keeping them motivated to promote your products is a critical function for success in marketing and business.

As you continue your journey in the marketing profession, the understanding you will gain from this course will enable you to work effectively with distribution channels and their intermediaries. You will see that every act done in a company is a marketing act. Everything communicates a marketing message that impacts each customer's experience.

### Getting Started Video

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

### Competencies

This course provides guidance to help you demonstrate the following 1 competency:

- **Competency 305.6.2: Distribution Strategy Application**

The graduate applies theories about distribution to develop and implement a distribution strategy.

### Course Instructor Assistance

As you prepare to successfully demonstrate competency in this subject, remember that course instructors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.



Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to guide you through the revision process. You should expect to work with course instructors for the duration of your coursework, so you are welcome to contact them as soon as you begin. Course instructors are fully committed to your success!

## Preparing for Success

The information in this section is provided to detail the resources available for you to use as you complete this course.

### Learning Resources

The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to enroll manually in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner

#### Automatically Enrolled Resources

You will be automatically enrolled at the activity level for the following learning resources. Simply click on the links provided in the activities to access the learning materials.

#### VitalSource E-Texts

The following textbooks are available to you as e-texts within this course. You will be directly linked to the specific readings required within the activities that follow.

- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall Publishing. ISBN: 9780132102926

*Note: This e-text is available to you as part of your program tuition and fees, but you may purchase a hard copy at your own expense through VitalSource or a retailer of your choice. If you choose to purchase the text from a retailer, please use the ISBN listed to ensure that you receive the correct edition.*

*Directions for purchasing a printed text from VitalSource:*

1. *Access the text using the course links.*
2. *Click on the Main Menu Icon in the upper left corner.*
3. *Click Print on Demand*
4. *If your text is available, it will be listed.*
5. *Click on the text and follow the prompts for purchasing the book.*

For more information, review the [Print on Demand Option for VitalSource Texts: Help documentation](#).



## **Pearson MyManagementLab**

Pearson's MyManagementLab provides access to supplemental resources aligned with the e-text used in this course.

- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall Publishing. ISBN: 9780132102926

## **Topics and Pacing**

This outline suggests a weekly structure to pace your completion of learning activities. It is provided as a suggestion and does not represent a mandatory schedule. Follow these guidelines carefully to complete the course in the suggested timeframe.

### Week 1-3

- Motivating Intermediaries Strategies

### Week 4-6

- Selecting and Evaluating Channel Members

## **Motivating Intermediaries Strategies**

The activities for this section will introduce you to the important function that distribution plays in delivering value to customers and how to strategically influence participants to work with your organization in a productive manner. Effective distribution channels and motivated intermediaries within those channels are essential for an organization's success and profitability.

When it comes to working with other people or entities on projects, one of the primary keys to success is keeping them motivated to continue working toward the goal. When it comes to working with intermediaries in a distribution channel, there are certain powers or strategies that companies can use to achieve this goal. In fact, you might see strategies that your parents may have used with you as a child. While some may seem more appealing to you than others, please keep in mind that each different strategy can be effective depending on the situation.

After completing the work for this section, you will be able to answer the following questions:

- What is a marketing channel system and value network?
- What work do marketing channels perform?
- How should companies integrate channels and manage channel conflict?
- What major types of marketing intermediaries occupy this sector?
- What marketing decisions do these intermediaries make?
- What are the major trends with marketing intermediaries?

## **Motivating Intermediaries Strategies**

Your study of distribution strategies and intermediaries begins with an overview of the distribution channels and value networks. You will learn about designing distribution channels to optimize distribution objectives. Then you will focus on selecting, motivating, and evaluating channel members. Your study will conclude with an examination of channel conflict. When you



have completed this section, you will be able to select appropriate options for motivating intermediaries.

This topic addresses the following competency:

- **Competency 305.6.2: Distribution Strategy Application**

The graduate applies theories about distribution to develop and implement a distribution strategy.

### **Designing and Managing Integrated Marketing Channels**

Read the following in *Marketing Management*:

- [Chapter 15 \("Designing and Managing Integrated Marketing Channels"\)](#)

After reading the chapter, you should be able to answer the following questions:

- What types of intermediaries make up distribution channels?
- What are the differences between different distribution channel structures?
- How do marketing objectives relate to distribution channel structure?
- By what criteria are intermediaries evaluated?
- What is the difference between direct and indirect distribution channels?
- How can companies motivate intermediaries?
- What is the difference between vertical and horizontal channel conflict?

Review the following from MyManagement Lab:

[Chapter 15 quiz](#)

*Optional review material:*

[Review the Simulation for Chapter 15](#)

[Review the videos for Chapter 15 if applicable](#)

### **Managing Retailing, Wholesaling, and Logistics**

Read the following in *Marketing Management*:

- [Chapter 16 \("Managing Retailing, Wholesaling, and Logistics"\)](#)

After reading the chapter you should be able to answer the following questions:

- What types of intermediaries make up distribution channels in this sector?
- What types of decisions do these intermediaries make?
- What are the major trends occurring in the retail market?
- What is the difference between retail and wholesale?
- What kinds of logistics decisions must be made?



Review the following from MyManagement Lab:

Complete Chapter Quiz

[Complete Chapter 16 quiz](#)

*Optional review material:*

[Review the Simulation for Chapter 16](#)

### **Task 305.6.2-03 Performance Task**

Complete the following task in [Taskstream](#):

- Marketing Management Tasks: Task 305.6.2-03

Before engaging the task instructions in Taskstream, watch the Task 1 video and download the Task 1 template. These are great resources to help you complete the task.

- [Task 1 Video](#)
- [Task 1 Template](#)

For details about this performance assessment, see the "Assessment" tab in this course.

## **Distribution Channel Membership**

Marketing distribution channels function as the paths for products and services to reach their intended end-user customers. Many organizations, especially those for consumer goods, find that using intermediaries is an effective way to reach the masses of customers who will purchase their products. Ensuring that you have the right team all along the value network and distribution channel is critical for delivering consistent value and customer service to customers. That kind of consistency will keep customers coming back for more.

### **Selecting and Evaluating Channel Members**

Your study of distribution strategies and intermediaries continues with an overview of the distribution channels and value networks. You will learn about designing distribution channels to optimize distribution objectives. Then you will focus on selecting, motivating, and evaluating channel members. When you have completed this section, you will be able to use appropriate criteria to select or refuse a potential intermediary for channel distribution.

This topic addresses the following competency:

- **Competency 305.6.2: Distribution Strategy Application**

The graduate applies theories about distribution to develop and implement a distribution strategy.

### **Chapter 15 Review**

Review the following chapter in *Marketing Management*:



- [Chapter 15 \("Designing and Managing Integrated Marketing Channels"\)](#)

### **Task 305.6.2-05 Performance Task**

Complete the following task in [Taskstream](#):

- Marketing Management Tasks: Task 305.6.2-05

Before beginning, watch the Task 2 video and download the Task 2 template. These are great resources to help you completion of this task.

- [Task 2 Video](#)
- [Task 2 Template](#)

For details about this performance assessment, see the "Assessment" tab in this course.

### **Review Major Points**

Upon completion of your work with AST1, you should have developed competency in distribution strategies application, including selecting appropriate options for motivating intermediaries and using appropriate criteria to select or refuse a potential intermediary for a distribution channel.

**Congratulations! You have mastered the concepts required for distribution strategies. You also have demonstrated how these principles can be applied to given scenarios in business.**

### **Final Steps**

Congratulations on completing the activities in this course! This course has prepared you to complete the assessments associated with this course. If you have not already been directed to complete the assessments, schedule and complete your assessments now.