

Distribution...

a Function of Marketing

Students learn about
Distribution.

What are the various
Distribution
Channels?

Use critical thinking
skills to use what
was learned.



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

- ✔ This Google Doc activity takes ~50 minutes to complete.
- ✔ Leads to great conversation about Distribution Channels.
- ✔ Students are given scenarios to use critical thinking skills and show what they have learned.



Distribution Marketing Channels


[CLICK HERE](#) to access a resource link to complete the following information.

what is distribution marketing?

Distribution Channel	Benefits of this distribution channel...
1	
2	
3	
4	
5	
6	
7	
8	

Select 3 of the distribution channels above and give examples of each...

Distribution Channel	Example of this type of distribution...
1	
2	
3	



what distribution channel is implemented in each scenario?

	Scenario	Distribution Channel
1	Malachi imports coffee beans from Columbia and grinds the beans and sells one pound bags to restaurants and hotels. what type of distribution channel is this? →	
2	Jeff sells rhinestone jewelry online to stores and small shops so that they can resell it for a profit. He sells them in bulk and all stores must buy at least 2 dozen of any particular item. what type of distribution channel is this? →	
3	Jaxon sells expensive men's colognes to stores to resell. He selects stores that are high-end and will not sell to discount department stores. what type of distribution channel is this? →	
4	Pablo sells clothing at a kiosk in the middle of the mall. He buys this merchandise wholesale and marks-up the price to resell to shoppers. what type of distribution channel is this? →	

Engaging and Fun!

Teacher's Key Included!

Teacher Testimonials



This assignment was used as a review activity. It provided an **excellent opportunity** for students to revisit and reinforce their comprehension of the marketing distribution unit covered in my Introduction to Business class. Thank you for sharing.



You can't go wrong with Denise's activities. They are professionally made and always engaging.



I loved this and my kids learned a lot from it. **Great** for reinforcing learning. Used it for a learning walk observation and **it was a hit.**



This was a **great resource** in my Marketing class. **Students enjoyed it** very much!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

