

Channel of Distribution Poster

Side 1—Channels of distribution

Consumer Market

- Choose a product and neatly illustrate two specific channels of distribution for that product.
- If it applies (many products will have both) illustrate a direct and indirect channel for the product
- Be sure to label each intermediary used along with the illustration
- Your illustrations can be hand drawn or printed from the computer

Side 2—Distribution Intensity

- Divide your poster into three different sections then label and define each of the following: intensive distribution, exclusive (integrated) distribution, and selective distribution
- Choose three different products one for each of the above
- Illustrate the distribution channel for each product

You will be graded on the following scale:

_____ **3 (30 points)** – Excellent poster! Includes all of the required information; labels, consumer and industrial market paths, Intensity level labeled and defined, three products correctly placed in each section. This is an excellent poster!

_____ **2 (20 points)** – Good job! Missing one or two requirements – Could have had more detail to prove understanding.

_____ **1 (10 points)** – Let's try again! Missing three or more requirements – did not demonstrate understanding of distribution. You can do this, keep practicing!