

W4	Learning Area	PRINCIPLES OF MARKETING	Grade Level	11
	Quarter	FOURTH	Date	

I. LESSON TITLE	Developing the Marketing Mix: Place and Promotion
II. MOST ESSENTIAL LEARNING COMPETENCIES (MELCs)	Discuss the structure of distribution channels, their functions, and the nature of supply chain management. (ABM_PM11-III-a-18) Define and identify relevant promotional tools, namely advertising, sales promotion, personal selling, public relations, and direct marketing to create awareness and persuade the target market to buy the product or patronize the service. (ABM_PM11-III-a-19)
III. CONTENT/CORE CONTENT	The essence of the new product development, pricing, placing (distribution), and promoting a product or service.

IV. LEARNING PHASES AND ACTIVITIES
I. Introduction (Time Frame: 20minutes)
<p>Good day! At the end of the lesson, you will be able to:</p> <ol style="list-style-type: none"> 1. discuss the structure and functions of distribution channels; 2. discuss the nature of supply chain management; 3. define and identify relevant promotional tools; and 4. create awareness and persuade the target market to buy the product or patronize the service. <p>Before we proceed, let us have some warm-up.</p> <p>Learning Task #1: Directions: Write an essay with not less than 10 sentences describing your favorite sari-sari store in your place. Explain why it is your choice and what does it provide you? Write it in your notebook.</p>

D. Development (Time Frame: 120 minutes)
<p>Place is the distribution channel in the marketing mix. It refers to the activities and processes required for moving products from the producer to the target customers. To make products available in the right place at the right time in the right quantities is a vital activity to a greater share of the market and increase sales, revenues, and profits. It focuses on where is the business located, where is the target market placed, how these two can be best connected, how to store goods in the interim, and how to transport them.</p> <p>Channels can have various levels and each party in a distribution channel is called an "intermediary". These intermediaries are third-party companies that act as wholesalers, retailers, transporters, and provide warehouse facilities. In addition, the newer channel is the internet which itself is a marketplace now. Likewise, your product or service dictates how it should be distributed, example perishable goods need not delay.</p>

Rationale of Marketing Intermediaries

Today, it is unfeasible to direct sell to geographically disperse large markets and consumers. Instead, marketing intermediaries of distribution channels bring their products to customers.

We have four main types of intermediaries: wholesaler, distributor, agent, and retailer that provide access and convenience for the product's consumers. They are the middlemen who facilitate the distribution through their experience and expertise.

1. Wholesalers: mostly, they are independent entities that actually purchase goods from a producer in bulk, order, store them in warehouses and resold to retailers in smaller amounts at a profit. Seldom they directly sell to the end user.



2. Distributors: similar to wholesalers but differ in one regard. Distributors carry products from a single brand or company contrary to wholesalers who carry a variety of competing brands and product types. They may have a close relationship with the producer, too.

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Haines,Herbert H. Tedder,1963 **Vocational Education Magazine** ,1923 Biological & Agricultural Index ,1928

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Libraries Mary Eileen Ahern,1930 Public Libraries ,1930 *Agricultural Index* ,1925 Package Engineering ,1978-07 *Illinois Fruit Exchange News* ,1925 *The National Guide to Educational Credit for Training Programs*

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