

Unit 7 Assignment 1: Details and Rubric

Each of the following entities within the distribution channel may require an incentive to purchase a product to move it along the channel.

- Distributors
- Wholesalers
- Retail buyers
- Salespersons in retail stores
- Customers

For each of the above entities:

1. Select a product that might flow through the entire channel. You may use a single product that would move through all the entities in a single channel or a different product for each entity purchase.
2. Discuss a strategic objective for each entity in which a sales promotion may be strategically used. You will want an objective that helps move the product through each entity along the channel. This may mean a different objective for each entity or one that includes them all.
3. Select and describe the sales promotion tactic you will use for each entity to reach your strategic objectives for that entity.
4. How long might each sales promotion tactic work, explain your answer?

Directions for Submitting Your Assignment:

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your Assignment is in the appropriate format (Word, Excel, PowerPoint, or other), then proofread entire assignment, when you are ready, you may submit on the Dropbox page.

Once completed, submit your Assignment to the Unit 7 Assignment 1 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

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Unit 7 Assignment 1: Criteria	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Correct selection of product for intermediary	5	
Strategic objective for sales promotion	8	
Use of sales promotion tactic	10	
Analysis of use schedule	5	
Writing Style, Grammar, APA		
Syntax and spelling.	4	
Response displays effort to analyze.	4	
APA is used and correct.	4	
Total Points	40	