

Unit 7 Assignment 2: Details and Rubric

From manufacturer to consumer a product moves through a distribution channel. There are two major strategic decisions a manufacturer makes concerning how to promote moving products through the channel. Both push and pull strategies need to be considered as part of an IMC plan for promotions.

Choose a product, or use your course product, and consider both a Push and Pull Strategy. Complete the following in a 500-word paper:

1. Describe the distribution channel for your chosen product.
2. For a push strategy which sales promotion tactic might you want to use? Why?
3. For a pull strategy which sales promotion tactic might you want to use? Why?
4. Would you consider using both tactics? Explain possible problems of using only one tactic, and explain possible problems using both tactics.

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.

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Once completed, submit your Assignment to the Unit 7 Assignment 2 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

Scroll down to view the rubric...

MT359: Unit 7 Assignment 2: Criteria:	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Distribution channel for product	6	
Describe push strategy and tactic	8	
Describe pull strategy and tactic	8	
Evaluation of using push and pull	6	
Writing Style, Grammar, APA		
Syntax and spelling	4	
Response displays effort to analyze	4	
APA is used and correct	4	
Total Points	40	