**Module 3 - Background**

**DISTRIBUTION & MARKETING PLAN**

**The following articles explain and illustrate the role of distribution in marketing decisions.**

Marketing Channels. (2014). Pearson Learning Solutions, New York, NY. Retrieved from  *[http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12275](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12275" \t "_blank)*

Marketing Channels (Audio). (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11766*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11766)

Retailing and Wholesaling. (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11537*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11537)

Retailing and Wholesaling (Audio). (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11767*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11767)

Distribution decisions (2009). *KnowThis.*Retrieved from [*http://www.knowthis.com/principles-of-marketing-tutorials/distribution-decisions/*](http://www.knowthis.com/principles-of-marketing-tutorials/distribution-decisions/)

Marketing mix: Place (2011). *LearnMarketing.*Retrieved from [*http://www.learnmarketing.net/place.htm*](http://www.learnmarketing.net/place.htm)

Perner, L. (n.d.). Distribution: Channels and logistics. *Introduction to marketing*. Marshall School. USC. Retrieved from [*http://www.consumerpsychologist.com/intro\_Distribution.html*](http://www.consumerpsychologist.com/intro_Distribution.html)

Ramachandrin, S., & Trachtenberg, J. A. (2012). End of Era for Britannica. *Wall Street Journal*(March 14):B1.

Ramsey, M. (2012). Glut of small cars tests Ford resolve. *Wall Street Journal*(January 11): B1.

Timberlake, C., & Townsend, M. (2012). Macy's says Martha's dance card is too full. *Business Week*(February 28).

**Optional Reading/Resources**

**The following articles illustrate use of the concepts studied in this module:**

Halkias, M. (2011). J.C. Penney buys stake in Martha Stewart’s company. *The Dallas Morning News*(December 7). Retrieved from [*http://www.dallasnews.com/business/retail/20111207-j.c.-penney-buys-stake-in-martha-stewarts-company.ece*](http://www.dallasnews.com/business/retail/20111207-j.c.-penney-buys-stake-in-martha-stewarts-company.ece)

JoS. A. (2011). Bank Clothiers expands its Internet channel to ship orders to international customers. *Investment Weekly News*. (May 21), 698.

With Its New Music Storage and Player, Can Amazon Deliver in the Cloud? (2011, May 11).*Knowledge@Wharton.*Retrieved from [*http://knowledge.wharton.upenn.edu/article.cfm?articleid=2768*](http://knowledge.wharton.upenn.edu/article.cfm?articleid=2768)