

Distribution and Pricing – Unit 4 Test Review Topics

Distribution

- What is distribution?
- Consumer user vs. industrial user
- Distribution channels for consumer products
- Distribution channels for industrial products
- 4 types of distribution planning
- Storage of goods
- 4 types of warehouses
- Stock handling process
- Inventory control
- Inventory systems
- JIT
- Challenges of inventory management
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Pricing

- What is price?
- Goals of pricing
- Factors that affect pricing
- Legal and ethical pricing considerations
- Basic pricing policies
- One price policy vs. flexible price policy
- Price skimming vs. price penetration

Careers in Marketing

- Potential careers in marketing
- Reasons for pursuing careers in marketing
- Advantages and disadvantages of marketing as a career path