

Name: _____

Date: _____

Distribution in Marketing

Task:

Using the internet as your main resource, you are to search through online newspapers or news sites (Windsor Star, Detroit Free Press, Toronto Star, Globe and Mail, CNN, New York Times, etc) in order to locate an article that is related to Distribution in Business Marketing. Your article should be related to Distribution in a specific manner, such as discussion of a methods, issues, controversies, breakthroughs, etc. Once you have located your article you are to read it through carefully to ensure that you understand the message being communicated. After reading your article you are to complete the questions below using your article to assist you.

Online Newspaper/News Site: _____

Headline of Article: _____

Date of Publish: _____

Section of Newspaper that Article was Published: _____

1. Summarize the article that you have read, in a short paragraph, maximum 250 words.

Name: _____

Date: _____

2. Identify why you believe this article was published. What do you think the intended reason was for publishing this article, in this particular newspaper?

3. What was the main focus of this article?

4. What part of the distribution process does this article relate to? Do you believe this article will help or hurt the overall image of the company/manufacturer? Why or why not?

5. How does this article affect society as a whole? How does this article affect you?

6. Do you agree or disagree with the article? Why?