TOPIC: PRICE AND CHANNEL STRATEGY

Description

Construct a minimum 700-word plan for setting price and a distribution model (place/distribution) in Microsoft® Word. This plan should address at least three elements (from the Price and Place/Distribution list below) of the Price and Place/Distribution section of the marketing plan.

Price and Place/Distribution:

Distribution Strategies

Channels, Mass, Selective, Exclusive

Positioning within channels

Dynamic/Static Pricing Strategies

Channel tactics (Pricing)

Daily pricing, promotion pricing, List pricing

Note: Charts/graphs/tables do not count toward the word count.

The plan will be a continuation of your global or multi-regional business you chose in Week 1. This will be incorporated into your overall marketing plan for Week 6.

MUST include reference