

## Chapter 21 Channels of Distribution

### Section 21.2 Distribution Planning

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

Understanding Distribution Planning

Multiple Channels

Control Versus Costs

Who Does the Selling?

Distribution Intensity

Exclusive Distribution

Selective Distribution

Intensive Distribution

E-Commerce

Legal and Ethical Considerations in Distribution

Distribution Planning for Foreign Markets

##### Content Vocabulary

**exclusive distribution** Distribution that involves distributing a product in protected territories in a given geographic area. (p. 504)

**integrated distribution** A type of distribution in which manufacturers own and run their own retail operations, acting as wholesaler and retailer for their own products. (p. 505)

**selective distribution** Distribution in which a limited number of outlets in a given geographic area sell a manufacturer's product. (p. 505)

**intensive distribution** Distribution that involves the use of all suitable outlets to sell a product. (p. 505)

**e-marketplace** An online shopping outlet. (p. 505)

##### Academic Vocabulary

**control** The power to direct or determine. (p. 503)

**maintain** To keep in a certain state, position, or activity. (p. 504)