

# Unit 7 Promotion

## Marketing Internship Project Worksheet

**Directions** Read the scenarios below and write brief explanations.

### 1. Distribution Planning for Upcoming Artists

Two new upcoming artists need your help. They have not been able to get their art work into traditional art galleries. They have shown their work at street fairs and craft shows. Now they want more exposure so they can sell more of their work. Their prints range in price from \$75 to \$250 and their paintings range in price from \$150 for smaller works to several thousand dollars for larger pieces. What channels of distribution will you suggest? Explain your rationale for your suggestions below.

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### 2. Distribution Planning for Collectible Art

Very expensive art work from well-known artists often becomes part of one's estate. You have just been hired to sell five pieces from an estate. It is difficult to know the exact value of these pieces. Explain the channel of distribution you will use to sell these items for the estate.

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## Unit 7 Promotion

### Marketing Internship Project Worksheet *continued*

#### 3. Distribution Planning for an Artist's Designer Products

Some artists utilize their talent to design jewelry and accessories. A well known artist has a collection of necklaces, bracelets, earrings, evening bags, cell phone covers, and scarves. The artist is particular about where the collection is sold.

Explain the channel of distribution you recommend.

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#### 4. Distribution Planning for Aspiring Artists

Three of your friends have been drawing cartoons, designing greeting cards, and producing digital artwork that is amazing. You think it is time for them to try to sell their creations to the public. What channel(s) of distribution do you recommend? Explain your rationale to support your suggestions.

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