

MODULE 7 OF 11 · FOUNDATIONS OF MARKETING

The Marketing Mix II – Place, Promotion

LEARNING OBJECTIVE

Explain how distribution channels work and describe the elements of the promotions mix.

KEY VOCABULARY

Distribution channel

Intermediary

Promotions mix

Advertising

PR

Sales promotion

Personal selling

Direct marketing

WHY THIS MATTERS

Product and Price decide what's on offer and for how much; Place and Promotion decide whether customers can actually get it and whether they even know it exists. Both are essential completions of the mix.

WARM-UP QUESTION

“Why might a company choose to sell only online rather than through shops?”

DISCUSSION QUESTION

Why might a business selling directly online still choose to also sell through a retailer?

DISCUSSION QUESTION

Which promotions-mix tool would suit a brand-new local bakery best, and why?

Core Concepts

Distribution channels move a product to the customer

A direct channel sells producer-to-consumer with no middle steps; an indirect channel uses one or more intermediaries such as wholesalers or retailers.

Example: A farm shop selling its own produce is direct; that same produce sold through a supermarket chain is indirect.

Intermediaries add real value, at a cost

Wholesalers and retailers provide reach, storage, and convenience the producer would otherwise have to build itself — in exchange for a margin.

Example: A small skincare brand reaching thousands of stores through a distributor could never build that shelf presence alone.

The promotions mix has several tools

Advertising, public relations, sales promotion, personal selling and direct marketing each work differently and suit different goals and budgets.

Example: A supermarket might use advertising for brand awareness and sales promotion (a discount) to drive this week's footfall.

COMMON MISTAKE TO AVOID

Treating "promotion" as just advertising — it's an entire mix of five different tools, each suited to different goals.

Running the Lesson

TEACHING OUTLINE

1. Map a simple distribution channel from producer to consumer.
2. Discuss direct vs indirect distribution trade-offs.
3. Introduce the promotions mix elements with a real example of each.

CLASSROOM ACTIVITY

Groups design a mini promotional plan, using two promotions-mix tools, for a new product launch.

MINI CASE STUDY

A craft brewery sold only direct-to-consumer online at first (full margin, full control), then added a distribution deal with a regional retailer once it needed more reach than its own website could deliver — trading some margin for volume and visibility.

RECAP

- Distribution can be direct (producer to consumer) or indirect (through intermediaries).
- Intermediaries trade a margin for reach, storage and convenience.
- The promotions mix includes advertising, PR, sales promotion, personal selling and direct marketing.

HOMEWORK / EXTENSION

Choose a product and design a mini promotional plan using two different promotions-mix tools.

Full lesson & free auto-marked quiz: marketingteacher.com/courses/foundations-of-marketing/lessons/promotion-the-promotions-mix-and-marketing-communications/