**MKT/571 CRIB SHEET TEMPLATE FOR WEEK FOUR**

**PRICE AND CHANNEL STRATEGY ASSIGNMENT at 11-15-18**

Title of Paper

Student Name

Course/Number

Due Date

Faculty Name

***Crib Sheet*** (stands alone on its own page directly after the title page)

**Price and Channel Strategy**

**Purpose of Assignment**

This assignment is designed to help students analyze and understand how price setting and going to market (distribution) are interrelated and affects the profitability and growth of the business. It has been designed to be an overview. The concepts of pricing and distribution are complex and a good understanding is what should be absorbed in this week of study.

**Assignment Steps**

**Construct** a minimum 1,400 word plan for setting price and a distribution model (place/distribution) in Microsoft® Word. This plan should address these elements as taken from the Marketing Plan Outline and Timeline section titled, **"Product, Place/Distribution, Promotion, and Price Strategies,"** and shown below:

**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.

This is a continuation of your global or multi-regional company, as selected in Week 1, and will be incorporated into your overall marketing plan for Week 6.

**Include** in-text citations and references for text (**must be used with every assignment in this course**), and a minimum of four peer reviewed references, at least two from UOP Library, Electronic Reserve Readings, and/or syllabus embedded videos.

**Note: Failure to utilize these resources will result in severe markdowns.**

**Format** your assignment consistent with APA guidelines.

**Click** the Assignment Files tab to submit your assignment.

***Body Content*** (starts with fresh page immediately after crib sheet page)

**Introduction**

• Distribution Strategies

Your response

• Channels, Mass, Selective, Exclusive

    Your response

• Positioning within channels

Your response

• Dynamic/Static Pricing Strategies

Your response

 • Channel tactics (Pricing)

Your response

• Daily pricing, promotion pricing, List pricing

Your response

**Conclusion (if applicable)**

**Exhibits/Figures (if applicable)**

**References**