

**CHANNELS OF DISTRIBUTION UNIT INSTRUCTIONS**

**Course**

Foundations of Supply Chain Management

**Objectives**

* Students will examine channels of distribution for manufacturers, retailers, and service
* Students will identify channel members and describe how materials flow from each type of facility
* Students will differentiate between various types of facilities—office buildings, factories, package handling centers, warehouse or fulfillment centers, cross-dock facilities, and bulk break centers
* Students will examine the use of cold chain and blockchain in the supply chain
* Students will analyze issues in global distribution

**TN State CTE Standards**

**Components of Supply Chain Management #14**: Examine the various types of facilities involved in the supply chain of each type of business: manufacturer, retailer, and service. Describe how materials and information feed into and flow from each type of facility in an illustrated paper. Include the following categories, as well as hybrid facilities where these categories overlap: a. office buildings/management headquarters, b. factories, c. package handling center, d. warehouse or fulfillment center, e. cross-dock facility, and f. bulk break center.

**Essential Questions**

* What are the different types of channels of distribution?
* What is the difference between the major channel members?
* How does material flow from each type of facility in the supply chain?
* What is cold chain and how is it incorporated into the supply chain?
* What advantages does block chain add to the supply chain?
* What are key issues in global distribution? How has it changed during the Covid-19 pandemic?

**Duration**

2 weeks

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| ACTIVITIES | | | | |
| **Assignment** | **Due**  **Date** | **Date Completed** | **Grade** |
| Channels of Distribution PPT |  |  |  |
| Glossary: Channels of Distribution Unit |  |  |  |
| Quiz – Channels of Distribution (Quizziz) |  |  |  |
| Activity: Facilities Used in Flow of Materials |  |  |  |
| Reading: *The Changing Logistics of Grocery Delivery* |  |  |  |
| DECA Connection Role Play – Channels of Distribution |  |  |  |
| Activity: Marketing Channels for Consumer Products |  |  |  |
| Activity: The Green Marketer |  |  |  |
| Project: Wayback is About to Disrupt Delivery as We Know It |  |  |  |
| Case Study: Journey’s Group |  |  |  |
| Reading: *The Big Chill: 10 Trends in Cold Chain Logistics* |  |  |  |
| Case Study: The Beauty of Global Logistics |  |  |  |
| Project: Global Distribution in Diverse Cultures |  |  |  |
| Unit Exam: Channels of Distribution |  |  |  |