

An overhead view of a business meeting around a white table. Several people are visible, some looking at documents, some at a tablet, and some at a laptop. The table is cluttered with papers, pens, coffee cups, and a laptop. The text 'AN OVERVIEW PRODUCT AND PLACE' is overlaid in large white letters with a black outline.

**AN OVERVIEW
PRODUCT AND
PLACE**

Unit 3 An Overview Product And Place

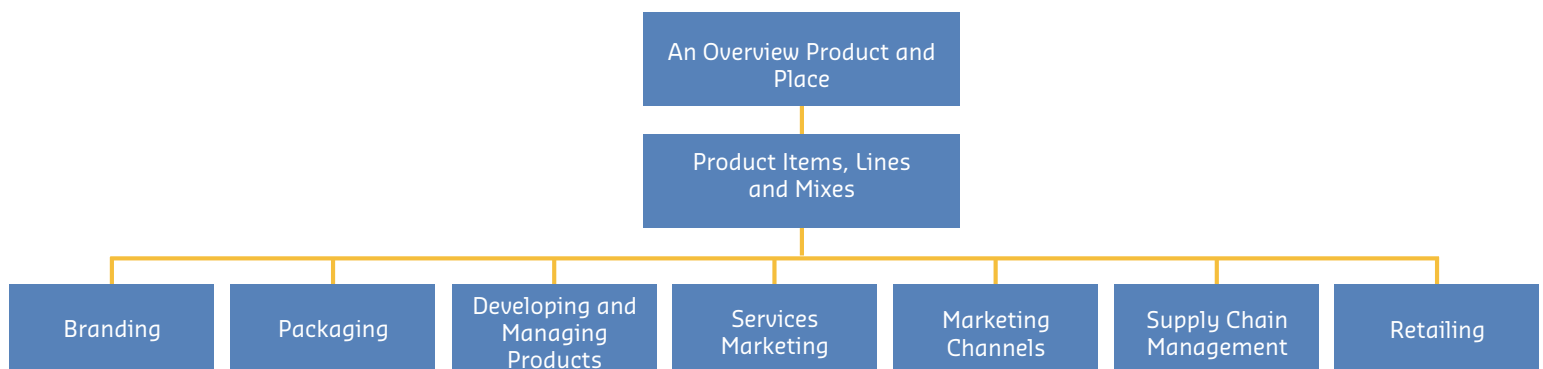
UNIT III INTRODUCTION

In this unit you will understand that any product of any kind has come a long way to be in your hands. We do not speak only of a road in kilometers, but a set of ideas, design, technology, budget, logistics, positioning and many efforts aimed at a single objective: the satisfaction of the client that will be transformed into loyalty.

UNIT OBJECTIVES

- Analyze product decisions.
- Analyze and describe marketing uses of branding.
- Describe packaging functions.
- Discuss the importance development of new products.
- How service differs from goods.
- Explain what a marketing channel is and why intermediaries are needed.
- Define the basic concepts supply chain and supply chain management, and discuss the benefits of supply chain management.
- Identify major tasks involved in developing a retail marketing strategy.

MAP CONTENT



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UNIT EVALUATION

EVALUATION	POINTS
Activity: LALA	3
Activity: Mix and Product Lines	3
Activity: Branding	3
UNIT EVALUATION	6
TOTAL	15 Points

UNIT ACTIVITIES

TOPIC	SUBTOPIC	ACTIVITIES
Product Generalities		Activity: LALA
		Activity: Mix and Product Lines
Branding		Activity: Branding
Packaging, developing and managing products		Forum: Marketing Services