# Module 2 - Background

## Place

### Required Material

The following tutorial will introduce you to our second “P” – place or physical distribution:

[Marketing channels.](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12275) (2014). Pearson Learning Solutions. New York, NY. <http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12275>

Now take a more detailed look at distribution strategies with the following two readings:

Richardson, N. & Gosnay, R. (2010). Chapter 6: Right time, right place, right quantity, right condition. *Creating Success: Develop Your Marketing Skills*. Kogan Page Ltd., London, GBR. [Ebrary]

Paley, N. (2007). Chapter 10: How to manage your distribution strategy. *Marketing Strategy Desktop Guide (2nd Edition).* London, GBR: Thorogood, London, GBR. [Ebrary]

### Optional Reading

Ruskin-Brown, I. (2006). Chapter 4, Part 2: The marketing mix – distribution – ‘Your route to market’. *Mastering Marketing*. Thorogood, London, GBR. [Ebrary]

Cheverton, P. (2004). Chapter 26: Place. *Key Marketing Skills : Strategies, Tools & Techniques for Marketing Success.* Kogan Page, London, GBR. [Ebrary]

Ramachandra, K., Chandrashekara, B., & Shivakumar, S. (2010). Chapter 5: Channels of distribution and logistics. *Marketing Management.* Himalaya Publishing House, Mumbai, IND. [Ebrary]