Assignment:

. Principles of Marketing

Name: Sohail Akhtar

Roll. S26-10072

Assigment:

Q.1 What are Marketing Chemels? Explain in Details.

Ans:—

Marketing channals are the ways or Pahes through which a product or service reaches from the producers to the customer. these channels help busness deliver good efficiently and make them availale to conumers at

the right place and time. these are two types of marketing channels.

- **Direct channel:—**

In the mehod the producer sells directly to the customes without any middlmen.

e.g

A farmer selling regetbles directly in the market.

- **Indirect channels:—**

In the method. One or more middlemen are involved such as whole selers. retailers or agent.

e.g

A company sells products to a Wholesales. them to a retirles and finally to customers.

- importance.

Marketing channales are important because they help in smooth distribution. reclrese cost. and increase customer satisfaction.

Example

A mobile company ad show on TV.

- Online Advertising:

This is done throgh social media websites and apps.

Example

Ads on Youtube or Facebook.

- Outdoor Advertising.

this includes billboards posters. and banners.

Example.

A large bilboard of a food brand on the roadside.

- Direct Advertising.

This includes emails. SMS. or pamphlets sent directly to customers.

Example

A mobile company sending discount SMS discount SMS offers.