**Module 3 - Background**

DISTRIBUTION & MARKETING PLAN

**Discussion**

The Behavioral Consequences of Service Quality  
<https://www.researchgate.net/profile/Valarie_Zeithaml/publication/248768479_The_Behavioral_Consequences_of_Service_Quality/links/543d1f660cf20af5cfbfacea/The-Behavioral-Consequences-of-Service-Quality.pdf>

The Advantages of a Product Differentiation Strategy  
<http://smallbusiness.chron.com/advantages-product-differentiation-strategy-17691.html>

Service Quality Differentiation Competitive Strategies  
<http://smallbusiness.chron.com/service-quality-differentiation-competitive-strategies-72197.html>

Distribution channels  
<http://www.marketingmo.com/strategic-planning/how-to-develop-your-distribution-channels/>

Channel Management And Physical Distribution  
<http://www.fao.org/docrep/004/w3240e/W3240E09.htm>