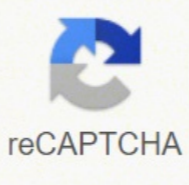




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Channels	Best use
Face-to-Face	When you want to be persuasive, deliver bad or sensitive news, or share personal information.
Voice-Mail	For simple and brief messages. When sender of information does not need an immediate response.
Telephone	When face-to-face interaction is not necessary, however, sender needs an immediate response.
Text	Different time zones, written record is necessary, email is not available or appropriate.
Email	Different time zones, written record is necessary, communicating with a large group, can replace hard copy memo or letter.
Video/Tele conference	When group interaction is required, but group is geographically dispersed.
Memo	Communicating inside an organization, non sensitive company information, company policy, company procedure(s).
Letter	Communicating external to organization, non sensitive and non-complex information.
Report/ Proposal	Used for internal and external communication. Communicating complex or extensive ideas and initiatives.
Online forums/site	To share ideas with wide audience, to provide opportunity for interaction with and revision of information.

Chapter 15, Class Notes

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- Types of Channels of Distribution
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Introduction

Distribution activities that make products available to customers when and where they need them. A channel of distribution or marketing channel is a group of individuals and organizations that direct the flow of products from producers and customers.

Marketing Intermediaries link producers to other intermediaries or to the ultimate users of the product. Operate between the producer and the final buyer.

Types of utility distribution offers:

- TIME...when the customers want to purchase the product.
- PLACE...where the customers want to purchase the product.
- POSSESSION...facilitates customer ownership of the product.
- FORM...sometimes, if changes have been made to the product in the distribution channel, i.e. Pepsi-Cola, concentrate to bottles.

Each channel member has different responsibilities within the overall structure of the distribution of the system; mutual profit success is obtained through cooperation.

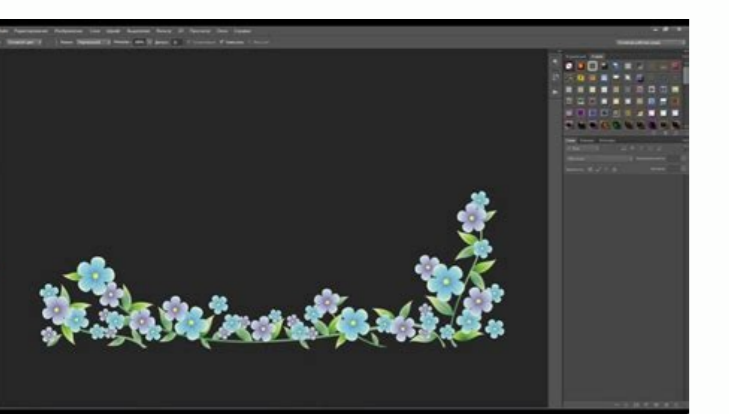
The distribution system:

- determines a product's marketing presence and the buyers' accessibility to the product
- entails a long-term commitment, easier to change other aspects of the marketing mix.

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Justification for Intermediaries

"we've eliminated the middle man and we're passing on the savings to you" - a typical broadcast from Supermarket XYZ



ECE 7680
Lecture 7 – Channel Capacity

Objective: To define channel capacity and prove its fundamental properties.

- Reading:
- Read Chapter 6, which has some interesting things in it.
 - Read Chapter 8.

Channel capacity definition and examples

We are now ready to talk about the fundamental concept of the capacity of a channel. This is a measure of how much information per channel usage we can get through a channel.

Definition 1 The information channel capacity is defined as the maximum mutual information,

$$C = \max_{p(x)} I(X; Y),$$

where the maximum is taken over all possible input distributions $p(x)$.

Example 1 Consider the noiseless channel, with error-free transmission. For every x we put in, we get out a y with no equivocation: $C = 1$ bit, which occurs when $p(x) = (1/2, 1/2)$.

Example 2 Noisy channel with non-overlapping outputs. $C = 1$ bit, when $p(x) = (1/2, 1/2)$.

Example 3 Noisy typewriter, with crossover of $1/2$ and 26 input symbols. One way to think about this: we can use every other symbol, and get 13 bits through. Or we can go this way:

$$I(X; Y) = \max[H(Y) - H(Y|X)] = \max H(Y) - 1 = \log 26 - 1 = \log 13.$$

Example 4 The BSC, with crossover probability p .

$$\begin{aligned} I(X; Y) &= H(Y) - H(Y|X) \\ &= H(Y) - \sum p(x) H(Y|X=x) \\ &= H(Y) - \sum p(x) H(p) \\ &= H(Y) - H(p) \\ &\leq 1 - H(p) \end{aligned}$$

So $C = 1 - H(p)$.

More insight on the BSC from Luby, p. 62. Suppose that we have a sequence of information that we send:

$$X^* = 10110100011011100101111001011000$$

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