

COURSE OUTLINE

COURSE NAME IMPORTING

COURSE NUMBER MKTG 1325 DATE APRIL 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared APRIL 1994 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

NONE

COURSE GOAL(S)**EVALUATION**

Final Examination	<u>40</u> %
Mid Term	<u> </u> %
Class Assignments	<u>60</u> %
Other (1) attendance and participation	<u> </u> %

REQUIRED TEXT(S) AND EQUIPMENT

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

COURSE SUMMARY

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(continued)

Week Lecture or Lab Number	Material Covered	Assignment	Reading
1	INNOVATION AND THE ENTREPRENEUR <ul style="list-style-type: none">• The risks and challenge of Importing• Innovation in Importing• Strategic Planning Importing	QUOTATION LETTER	Chapter 1
2	TRADE CONCEPTS IN IMPORTING <ul style="list-style-type: none">• Market Systems• Trade Theories• Trade Barriers• Market Barriers	Product Analysis Forecast	Chapter 2
3	MARKET RESEARCH AND SOURCING <ul style="list-style-type: none">• Breadth and scope of sourcing• The research process• Interpretation of research• International research		Chapter 4
4	CULTURAL/POLITICAL/LEGAL CONSIDERATIONS <ul style="list-style-type: none">• Cultural Knowledge• Modification vs. Standardization• Business Design• Patterns of Competition and Market• Standard Contracts		Chapter 5
5	MARKET AND PRODUCT PLANNING <ul style="list-style-type: none">• Estimating demand• Changing market behavior• Company objectives and resources• Maintaining flexibility• Characteristics of innovation	CASE STUDY	Chapter 3
6	TRANSPORTATION <ul style="list-style-type: none">• Transportation terminology• Contracting freight rates• Transportation in end costing• Insurance costs & benefits		Chapter 6

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(continued)

Week Lecture or Lab Number	Material Covered	Assignment	Reading
7	DISTRIBUTION <ul style="list-style-type: none">• Distribution System• Packing• Geographical considerations• Channel strategies and policies• Factors affecting choice		
8	PROMOTION AND PRICING <ul style="list-style-type: none">• Pricing Policy• Costing factors• Exchange Rate fluctuations• Market pricing• Role of Advertising• Personal selling	Costing Worksheet	
9	CUSTOMS PRACTICES IN CANADA <ul style="list-style-type: none">• Duty and tariff estimations• Entry forms• Choosing a Broker• Customs Rulings & refunds• Standard Entry Procedures	B3 Entry	Chapter 7
10	LETTERS OF CREDIT <ul style="list-style-type: none">• An Overview of L/C's• Contract of sale• Characteristics of L/C's• Bills of Exchange• Alternative Payment Methods• Stopping Payment	L/C Application	Chapter 8
11	FINANCING <ul style="list-style-type: none">• Sourcing Operating Funds• Banking Presentations• Basic Accounting Procedures• Computer simulations		Chapter 9
12	FINAL EXAM		Chapter 10