

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME INTRODUCTION TO IMPORTINGCOURSE NUMBER MKTG 1325DATE APRIL 1996Prepared by Stephen TurnbullTaught to Part Time StudiesSchool BusinessDate Prepared FEBRUARY 1996Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

NONE

COURSE OBJECTIVES**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 MATERIALS

NONE

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

NONE

COURSE SUMMARY

COURSE OUTLINE - MKTG 1325

(continued)

Sessions	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		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)

Sessions	Material Covered	Assignment	Reading
7	DISTRIBUTION <ul style="list-style-type: none">• Distribution System• Packing• Geographical considerations• Channel strategies and policies• Factors affecting choice	CASE STUDY	
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 estimates• 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