

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME INTRODUCTION TO IMPORTINGCOURSE NUMBER MKTG 1325 DATE JANUARY 1997Prepared by Stephen Turnbull Taught to Part Time StudiesSchool Business Date Prepared FEBRUARY 1996Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total 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