

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**COURSE OUTLINE**COURSE NAME INTRODUCTION TO IMPORTINGCOURSE NUMBER MKTG 1325DATE JANUARY 1998

Prepared by \_\_\_\_\_

Taught to Part Time StudiesSchool BusinessDate Prepared FEBRUARY 1996Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36

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**PREREQUISITES**NONE

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**COURSE OBJECTIVES**

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**EVALUATION**

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

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**REQUIRED TEXT(S) AND MATERIALS**

NONE

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**REFERENCE TEXTS & RECOMMENDED EQUIPMENT**

NONE

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**COURSE SUMMARY**

**COURSE OUTLINE - MKTG 1325**

(continued)

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

**COURSE OUTLINE - MKTG 1325**

(continued)

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