

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

OCT 20 2003

COURSE NAME IMPORTING

COURSE NUMBER MKTG 1325 DATE JANUARY 1994

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

School Business Program

Date Prepared NOVEMBER 1993 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> 30 %
Mid Term	<u>20</u> %
Class Assignments	<u>60</u> 40 %
Other (1) attendance and participation	<u> </u> %

REQUIRED TEXT(S) AND EQUIPMENT

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

COURSE SUMMARY

COURSE OUTLINE - MKTG 1325
(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 	<i>QUOTATION LETTER</i>	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 	<i>CASE STUDY</i>	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 	<i>CASE STUDY</i>	Chapter 3
6	TRANSPORTATION <ul style="list-style-type: none"> • Transportation terminology • Contracting freight rates • Transportation in end costing • Insurance costs & benefits 	Midterm	Chapter 6

COURSE OUTLINE - MKTG 1325
(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 	Take-Home	Chapter 9
12	FINAL PLANNING <i>FINAL EXAM</i> <ul style="list-style-type: none"> ● Forecasting ● Timing launches ● The need for continued innovation 		Chapter 10