

COURSE OUTLINE

COURSE NAME IMPORTING

COURSE NUMBER MKTG 1325 DATE JANUARY 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

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	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