

**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

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**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> %

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**REQUIRED TEXT(S) AND EQUIPMENT**

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**REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

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**COURSE SUMMARY**

**COURSE OUTLINE - MKTG 1325**

(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>Assignment</b>	<b>Reading</b>
<b>1</b>	<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>	<b>QUOTATION LETTER</b>	<b>Chapter 1</b>
<b>2</b>	<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>	<b>Product Analysis Forecast</b>	<b>Chapter 2</b>
<b>3</b>	<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>		<b>Chapter 4</b>
<b>4</b>	<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>		<b>Chapter 5</b>
<b>5</b>	<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>	<b>CASE STUDY</b>	<b>Chapter 3</b>
<b>6</b>	<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>		<b>Chapter 6</b>

**COURSE OUTLINE - MKTG 1325**  
(continued)

Week Lecture or Lab Number	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>		
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>	Costing Worksheet	
9	<b>CUSTOMS PRACTICES IN CANADA</b> <ul style="list-style-type: none"> <li>● Duty and tariff estimations</li> <li>● Entry forms</li> <li>● Choosing a Broker</li> <li>● Customs Rulings &amp; refunds</li> <li>● Standard Entry Procedures</li> </ul>	B3 Entry	Chapter 7
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>	L/C Application	Chapter 8
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>		Chapter 9
12	<b>FINAL EXAM</b>		Chapter 10