

**COURSE OUTLINE**COURSE NAME EXPORTINGCOURSE NUMBER MKTG 1327DATE JANUARY 1997Prepared by Patrick CoulingTaught to PART TIME STUDIESSchool BusinessDate Prepared AUGUST 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**NONE**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

This course will provide the basic skills necessary for the student to establish and operate a successful export program.

**EVALUATION**

Final Examination	<u>30</u> %
Major Assignment	<u>30</u> %
Case Studies	<u>40</u> %
Laboratory	<u>    </u> %
Other (1)	<u>    </u> %
(2)	<u>    </u> %
(3)	<u>    </u> %

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## **REQUIRED TEXT(S) AND MATERIALS**

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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## **COURSE SUMMARY**

Students will examine both their personal potential as well as their organization's potential for export. They will over-view the market research function as well as look into the various methods that may be used to develop specific export markets. Product modification, pricing, transportation, financing as well as tariff and cultural barriers will be discussed. Throughout, the need for preparation, patience and persistence will be emphasized.

**COURSE OUTLINE - MKTG 1327**  
(continued)

WEEK LECTURE OR LAB NUMBE	Material Covered	References
1 & 2	<b>The Development of the Enterprise</b> <ul style="list-style-type: none"> <li>- how to get started</li> <li>- the need for planning and preparation</li> <li>- cultural differences</li> </ul>	
3	<b>Export Research</b> <ul style="list-style-type: none"> <li>- determining export potential</li> <li>- gathering and analyzing information</li> <li>- evaluating export markets</li> </ul>	
4	<b>Methods of Exporting</b> <ul style="list-style-type: none"> <li>- direct and indirect exporting</li> <li>- middlemen</li> <li>- trading houses</li> <li>- piggyback marketing, countertrade consortia</li> </ul>	
5	<b>Transportation</b> <ul style="list-style-type: none"> <li>- The importance of physical distribution in terms of cost control and corporate strategy.</li> </ul>	
6	<b>Product and Packing for Export</b> <ul style="list-style-type: none"> <li>- product planning for export</li> <li>- packing and packaging for export</li> </ul>	
7	<b>Promotion for Exporting</b> <ul style="list-style-type: none"> <li>- promotion in the export marketing mix</li> </ul>	
8	<b>Selling</b> <ul style="list-style-type: none"> <li>- the sales function in foreign markets</li> </ul>	
9 & 10	<b>Pricing</b> <ul style="list-style-type: none"> <li>- various pricing strategies and techniques</li> <li>- the pricing sheet</li> <li>- introducing to letters of credit</li> </ul>	

**COURSE OUTLINE - MKTG 1327**  
(continued)

WEEK LECTURE OR LAB NUMBER	Material Covered	References
11	Export Financing - letters of credit	
12	Credit and collections for Export - credit as a sales tool - guidelines for country and buyer evaluation - methods of payment - resolution of problems  Final Exam	