



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1327

Introduction to Importing

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

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	30\$
Major Assignment	30%
Case Studies	<u>40%</u>
TOTAL	100%

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 Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1327
Introduction to Importing

Effective Date

April 1999

Instructor(s)

Office No.:
Office Hours:

Phone:

Required Text(s) and Equipment

NONE

Reference Text(s) and Recommend Equipment

NONE

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

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

Session	Outcome/Material Covered	Reference/ Reading
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	