

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME WOODS PRODUCTS SALES AND DISTRIBUTION

COURSE NUMBER MKTG 420 ^{MKTG 1420} | DATE January, 1996

Prepared by Gord Rees | Taught to Second Year

School Business | School _____

Program Marketing Management | Program _____

Date Prepared January, 1996 | Option _____

Term IV Hrs/Wk 4 Credits _____

No. of Weeks 18 Total Hours _____

Instructor(s) Gord Rees Office SE6-310 Local 6769

Office Hours Monday 8:30-10:30 am and Tuesday 8:30-10:30 am — SE6

TEXT

1. How Lumber is Sold in North America. 1996 edition. BCIT.
 2. Offshore Markets for BC Lumber. 1996 edition. BCIT.
(Cost of reproduction of both texts is approximately \$55.)
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COURSE OBJECTIVES

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

1. To understand the function of mill sales and lumber wholesaling.
 2. To understand the impact of supply and demand on lumber pricing.
 3. To be able to complete documentation for a sale.
 4. To appreciate the importance of transportation, its impact on cost, and the means that enable BC to compete in world markets.
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EVALUATION

Final Examination	<u>30</u>	<u>%</u>	* Students must pass the Final Exam to receive credit for the course.
Mid-Term	<u>20</u>	<u>%</u>	
Participation	<u>10</u>	<u>%</u>	
Other (1) N. American Rail Shipment	<u>10</u>	<u>%</u>	
(2) Overseas/Waterborne Shipment	<u>10</u>	<u>%</u>	
(3) Quiz (2)	<u>10</u>	<u>%</u>	
(4) Economic Report	<u>10</u>	<u>%</u>	

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
	<u>1995</u>
Jan. 8	Introduction – Marketing Concepts
	I. <u>ECONOMIC CHARACTERISTIC OF MARKETING</u>
Jan. 9	Supply and Demand
Jan. 15	Consumer Behavior
Jan. 16	Demographics
Jan. 22	North America Demand — The Housing Market
	II. <u>NORTH AMERICA DISTRIBUTION</u>
Jan. 23	Pricing Lumber Tallies. Rail Rates and Routings (Guest)
Jan. 29	Agreed Weights and Car Sizes
Jan. 30	Mill Sales (Guest)
Feb. 5	Car Utilization and Packaging
Feb. 6	Lumber Wholesaling
Feb. 12	Truck Transportation, Reloads and Car Loading Rules
Feb. 13	FIELD TRIP – Lumber Distribution
Feb. 19	Transportation Profits
Feb. 20	Claims and Credit Management
Feb. 26	Industrial Marketing. Selling Engineered Products (Guest)

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
Feb. 27	MIDTERM EXAM
Mar. 6/7	FIELD TRIP - Interior
Mar. 13/14	Portland Sawmill Clinic
	III. <u>OVERSEAS DISTRIBUTION</u>
Mar. 18	Mid Term Break
Mar. 19	Commerical Law
Mar. 21	Ocean Shipping and World Geography
Mar. 25	FIELD TRIP - COFI Overseas Promotion
Mar. 26	Marine Insurance and Waterborne Contracts
Apr. 1	Atlantic Markets (Guest)
Apr. 2	Maximizing Mill Returns
Apr. 8	EASTER MONDAY
Apr. 9	Pacific Markets
Apr. 15	Pricing in Offshore Markets
Apr. 16	Ocean Shipping - Deep-sea Ship
Apr. 22	Overseas Lumber Grades and Documentation
Apr. 23	Quality Control - Packaging
Apr. 29	FIELD TRIP - Seaboard Shipping Terminal
Apr. 30	Documentation - Bills of Lading

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
May 6	Quality Control – Antistain Treatment
May 7	Handling Claims
May 13	Review
May 14	FINAL EXAM
<p style="text-align: center;">DATES ARE SUBJECT TO CHANGE OWING TO AVAILABILITY OF GUEST LECTURERS</p>	