

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME WOODS PRODUCTS SALES AND DISTRIBUTIONCOURSE NUMBER MKTG 420 | DATE January, 1997Prepared by Gord Rees | Taught to Second YearSchool Business | School _____Program Marketing Management | Program _____Date Prepared January, 1997 | Option _____Term IV Hrs/Wk 4 Credits _____No. of Weeks 18 Total Hours _____Instructor(s) Gord Rees Office SE6-310 Local 6769Office 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.)

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.

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
	<p style="text-align: center;"><u>1997</u></p> <p>Jan. 6 Introduction – Marketing Concepts (Chapter 1)</p> <p>I. <u>ECONOMIC CHARACTERISTIC OF MARKETING</u></p> <p>Jan. 7 Supply and Demand (Chapter 2)</p> <p>Jan. 13 Demographics and Consumer Behavior</p> <p>Jan. 14 North America Demand — The Housing Market (Chapter 10)</p> <p>II. <u>NORTH AMERICA DISTRIBUTION</u></p> <p>Jan. 20 Quiz (1 ½ hours)</p> <p>Jan. 21 Mill Sales (Guest) (Chapter 3)</p> <p>Feb. 3 Agreed Weights and Car Sizes</p> <p>Feb. 4 Pricing Lumber Tallies. Rail Rates and Routings (Chapter 4)</p> <p>Feb. 10 Market Intermediaries (Chapter 5)</p> <p>Feb. 11 Shipping Lumber by Rail (Chapter 6)</p> <p>Feb. 17 Packaging, Reloads and Car Loading Rules (Chapter 8)</p> <p>Feb. 18 FIELD TRIP – Lumber Distribution</p> <p>Feb. 24 Transportation Profits (Chapter 7)</p> <p>Feb. 25 Claims and Credit Management (Chapter 9)</p> <p>Mar. 3 Industrial Marketing. Selling Engineered Products (Guest)</p>

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
Mar. 4	MIDTERM EXAM
	III. <u>OVERSEAS DISTRIBUTION</u>
Mar. 10/11	MID TERM BREAK
Mar. 17	Commerical Law
Mar. 18	Ocean Shipping and World Geography
Mar. 24	Pacific Markets
Mar. 25	FIELD TRIP - COFI Overseas Promotion
Mar. 31	EASTER MONDAY
Apr. 1	Marine Insurance and Waterborne Contracts
Apr. 7	Atlantic Markets (Guest)
Apr. 8	Maximizing Mill Returns
Apr. 14	Pacific Markets
Apr. 15	Pricing in Offshore Markets
Apr. 21	Ocean Shipping – Deep-sea Ship
Apr. 22	Overseas Lumber Grades and Documentation
Apr. 28	Quality Control – Packaging
Apr. 29	FIELD TRIP – Seaboard Shipping Terminal
May. 5	Documentation – Bills of Lading

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
May 6	Quality Control – Antistain Treatment
May 12	Handling Claims
May 13	Review
May 16	FINAL EXAM
<p style="text-align: center;">DATES ARE SUBJECT TO CHANGE OWING TO AVAILABILITY OF GUEST LECTURERS</p>	