

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

COURSE OUTLINE
(continued)

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

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

**DATES ARE SUBJECT TO CHANGE
OWING TO AVAILABILITY OF GUEST LECTURERS**