



Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing Management

Option:

MKTG 1420
Woods Products Sales and Distribution

Start Date: January, 2000

End Date:

Course Credits:

Term/Level: 4

Total Hours:

Total Weeks: 18

Hours/Week: 4

Lecture:

Lab:

Shop:

Seminar:

Other:

Prerequisites

Course No. Course Name

None None

MKTG 1420 is a Prerequisite for:

Course No. Course Name

None None

Course Calendar Description

Sales and distribution have many complexities in maximizing revenue from the sale of lumber products from the mill and through the distribution channel. Marketing is affected by the economic characteristics of the competitive environment, foreign exchange, sawmill management, and operational considerations of rail and truck.

Course Goals

Evaluation

Midterm I	10%
Midterm II	25%
Final Examination	25%
Participation	10%
Assignments	30%
TOTAL	100%

*Students must pass the Final Exam to receive credit for the course.

Course Learning Outcomes/Competencies

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

1. perform the function of mill sales and lumber wholesaling.
2. assess the impact of supply and demand on lumber pricing.
3. complete documentation for a sale.
4. calculate transportation costs and for rail and waterborne shipments.

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



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Instructor(s)

Gord Rees

Office No.: SE6-310

Office Phone: 6769

Office Hrs.: Tuesday

E-mail Address:

10:30 am – 1:30 pm

Learning Resources

Required:

1. How Lumber is Sold in North America. 1999 edition. BCIT.
2. Offshore Markets for BC Lumber. 1999 edition. BCIT.
(Cost of reproduction of both texts is approximately \$70.)

Recommended:

BCIT Policy Information for Students

Attendance BCIT Policy 5201:

Attendance is a requirement of BCIT.

Absence from causes other than illness for more than 10% of the time will prohibit the student from writing midterms and/or final exams.

Assignment Details

Assignments – Written Reports

Economic Report	10%
North American Sales Report	10%
Offshore Sales Report	10%
TOTAL	30%



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Schedule

MKTG 1420

Woods Products Sales and Distribution

Week of/ Number	Outcome/Material Covered	Chapter
Jan. 4	Introduction Definition of marketing strategy and marketing mix.	Chap. 1
Jan. 10	PART ONE — ECONOMIC CHARACTERISTICS OF MARKETING Supply and Demand The nature of demand and the law of supply and demand. Market identification and the competitive environment.	Chap. 2
Jan. 11	Demographics and Consumer Behavior Population growth and distribution. Willingness and ability to pay.	
Jan. 14	North America Housing Market The housing industry. Interpretation of statistics. Impact of interest rates.	Chap. 10
Jan. 18	PART TWO — NORTH AMERICA DISTRIBUTION (Text: <i>How Lumber is Sold in North America</i> , 1999 edition)	
Jan. 24	EXAM (10%) Mill Sales Organization of the sales department. The function of mill sales.	Chap. 3
Jan. 25	Canada–USA Softwood Lumber Agreement Stipulations in the agreement. Management of the quota system.	
Jan. 31	Lumber Pricing Calculation of random-length tallies. Contract pricing and pricing from marketplace reloads.	Chap. 4

Week of/ Number	Outcome/Material Covered	Chapter
Feb. 1	Market Intermediaries Classification of mill accounts. The role of middlemen in the channel of distribution.	Chap. 5
Feb. 7	Sales Management The role of the sales manager. Keeping the sales force on track.	Chap. 3
Feb. 8	Shipping Lumber by Rail Reliance on railroads. Deregulation, documentation and rate structures.	Chap. 6
Feb. 14	Packaging, Formula Tallies and Car Utilization Package size, and carload shipments. Load planning for open-top cars.	Chap. 8
Feb. 15	FIELD TRIP — Lumber distribution yard.	
Feb. 21	Transportation Profits How to use a rail tariff. Maximum car utilization. Prepaid freight and contract freight rates.	Chap. 7
Feb. 22	Transportation Profits Incentive and carload rates	Chap. 7
Feb. 28	Credit Management Function of the credit department. Symptoms of problem accounts. Claims and complaints.	Chap. 9
Feb. 29	Industrial Marketing Selling engineered products. Performance standards of wood for engineers, architects and builders.	
Mar. 7	MIDTERM EXAM II (25%)	
Mar. 13/14	MIDTERM BREAK PART THREE — OVERSEAS SALES & DISTRIBUTION (Text: <i>Offshore Markets for B.C. Lumber</i> , 1999 edition.)	

Week of/ Number	Outcome/Material Covered	Chapter
Mar. 20	Commercial Law Statute and contract law. Conditions of sale. CIF contracts.	
Mar. 21	Trades Practices Terms of sale. Channels of distribution.	Chap. 2
Mar. 27	Grades and Measurements Quality assurance for export. Cubic measurements and net board feet.	Chap. 3 and 4
Mar. 28	Offshore Lumber Markets Price Behavior. Housing market in Japan.	Chap. 5
Apr. 3	Offshore Lumber Markets UK and European end-use markets for appearance products.	
Apr. 4	Offshore Quotation and Sale Calculation of mill returns by end-use values.	Chap. 6
Apr. 10	Export Documentation Overview of the shipping process. Contracts between shippers, exports, carriers and overseas customers.	Chap. 7
Apr. 11	Methods of Payment Cash against documents, sight drafts and letters of credit.	Chap. 8
Apr. 17	Ocean Shipping Types of cargo vessels, shipping charter stowage.	Chap. 9
Apr. 18	Marine Insurance Types of risks. Methods of buying marine insurance.	Chap. 10
Apr. 24	EASTER MONDAY	
Apr. 25	FIELD TRIP — Seaboard International Terminal	

Week of/ Number	Outcome/Material Covered	Chapter
May 1	Claims and Complaints Types of claims. How to settle a claim.	Chap. 11
May 2	Quality Control Antistain treatment, packaging. Mill certificate	
May 8	Wood Products Promotion Trade shows and exhibitions. Handling overseas trade missions. Technical information for end user.	Chap. 12
May 9	Review	
May 15	FINAL EXAM (25%) (Date subject to change.)	