

JAN 25 2001

BCIT

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing Management

Course Outline

MKTG 1420

Export Lumber Sales & Marketing

David Wallace

Start Date: January 8, 2001

End Date: mid March, 2001

Course Credits:

Total Hours:

Total Weeks: 10

Hours/Week: 4

Kul Park Jan 23/01

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. (Note: this portion of the course covers offshore exports.)

Course Goals

Evaluation:

First quiz	30%
Midterm	40%
Project	15%
Participation	15%

Outcomes:

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

- have a good understanding of how a lumber trader operates.
- understand how B.C. lumber is promoted abroad
- complete documentation for an overseas lumber sale.
- understand ocean shipping and marine insurance.
- have a good understanding of Letters of Credit, financial arrangements for overseas international shipments.

Preliminary outline:

Evaluation:

First quiz 30%

Midterm 40%

Project 15%

Participation 15%

Week of/ Number	Course will also take a lumber traders perspective	Chapter Handouts TBA
W1. Jan 3	Introductions: Terminals W/H / Traders Phone Book	
W2. Jan. 8,	Incoterms/American Foreign Trade Terms/The Project	
W3. Jan 15	Direct & Indirect Exporting, Ocean Transportation Cost Sheets /	
W4. Jan 22	Offshore Lumber markets / Export Documentation The Project Japan COFI Promo / Alternate Market Access	
W5. Jan 29	Shipping, B/L & relevant documents Review	
W6. Feb 5	Mid Quiz / Review	
W7. Feb 12	L/C Getting Paid / L/C	
W8. Feb 19	Marine Insurance	
W9. Feb 26	Field Trip, Market Visits/Incoming Missions	
W10. Mar 5	Foreign Distribution Channels/ Review /Mid Term	
Mar 12	Spring Break	