

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME WOOD PRODUCTS SALES AND DISTRIBUTION

COURSE NUMBER MKTG 420 4420 | DATE January, 1994

Prepared by Gord Rees | Taught to Second Year

School Business | School _____

Program Marketing Management | Program _____

Date Prepared January, 1994 (revised) | Option _____

Term IV | Hrs/Wk 4 | Credits _____

No. of Weeks 18 | Total Hours _____

Instructor(s) Gord Rees | Office H-106 | Local 5423

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.
2. Offshore Markets for B.C. Lumber.
(Cost of reproduction of both texts is approximately \$50).

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 B.C. 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. America 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>1994</u> (Revised)</p> <p>Jan. 10 Introduction – Marketing Concepts</p> <p>I. <u>ECONOMIC CHARACTERISTIC OF MARKETING</u></p> <p>Jan. 11 Supply and Demand</p> <p>Jan. 17 Demographics and Consumer Behavior</p> <p>Jan. 18 North America Demand – The Housing Market</p> <p>II. <u>NORTH AMERICA DISTRIBUTION</u></p> <p>Jan. 24 Quiz (1 hour). Pricing Lumber Tallies</p> <p>Jan. 25 Mill Sales (Guest)</p> <p>Jan. 31 Agreed Weights and Car Sizes</p> <p>Feb. 1 Rail Rates and Routings (Guest)</p> <p>Feb. 7 Car Utilization</p> <p>Feb. 8 Lumber Wholesaling</p> <p>Feb. 14 Truck Transportation and Reloads</p> <p>Feb. 15 FIELD TRIP – Lumber Distribution</p> <p>Feb. 21 Transportation Profits</p> <p>Feb. 22 Reman and Mill Return</p> <p>Feb. 28 Industrial Marketing</p> <p>Mar. 1 Selling Engineered Wood Products (Guest)</p> <p>Mar. 7 Claims and Credit Management</p> <p>Mar. 8 Packaging and Car Loading</p>

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
Mar. 1	MIDTERM EXAM
Mar. 7/8	FIELD TRIP - Interior
	III. <u>OVERSEAS DISTRIBUTION</u>
Mar. 14/15	MID TERM BREAK
Mar. 21	Commercial Law
Mar. 22	Ocean Shipping and World Geography
Mar. 28	Pacific Markets
Mar. 29	Overseas Lumber Grades & Documentation
Apr. 4	EASTER MONDAY
Apr. 5	Marine Insurance and Waterborne Contracts
Apr. 11	Atlantic Markets (Guest)
Apr. 12	Maximizing Mill Returns
Apr. 18	Timberframe Housing in Japan and UK
Apr. 19	FIELD TRIP - COFI Overseas Promotion
Apr. 25	Pricing in Offshore Markets
Apr. 26	Ocean Shipping - Deep-sea Ship
May 2	Quality Control - Packaging
May 3	FIELD TRIP - Seaboard Shipping Terminal
May 9	Documentation - Bills of Lading

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered
May 10	Quality Control – Antistain Treatment
May 11	Handling Claims
May 16	Review
May 17	FINAL EXAM
<p style="text-align: center;">DATES ARE SUBJECT TO CHANGE OWING TO AVAILABILITY OF GUEST LECTURERS</p>	