

Forest Products Marketing FTY 540

Instructor: Dr. R. W. Rice, 119 Nutting

Office Hours: By appointment.

Text

There is no comprehensive text that deals with forest products marketing in an meaningful way. Some information from Sinclair, S. Forest Products Marketing, McGraw Hill Book Co., an out of print text , will be handed out in class.

Other useful texts from which material will be drawn include:

Brierty, Edward, Robert Eckles and Robert R. Reeder 1998. Business Marketing, Prentice Hall, New Jersey

Reeder, Robert W, Edward Brierty and Betty Reeder, 1991. Industrial Marketing, Analysis, Planning and Control. Prentice Hall, New Jersey.

Haas, Robert, 1995. Business Marketing. South Western Publishers, Cincinnati, OH.

Course Description

FTY 540 is a broadly based course covering the general structure of the forest products industry and the major forest products markets. It is not intended to be a comprehensive or highly analytical course, but rather, a general introduction to the marketing strategies and structure of the major industry segments.

In addition to normal reading assignments and class discussion preparation, the student is expected to deliver a twenty minute oral presentation on a major forest products firm. Associated with the presentation will be a detailed paper which is intended to show the students ability to analyze the company's financial and other strengths and weaknesses. The details of the oral presentation and associated written company analysis will be discussed in class.

Grades and Grading

Grades will derive from several sources. Sixty percent will come from three exams. Fifteen percent from the oral presentation and 25 percent from the company analysis. The lowest passing grade is 60 for the course.

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Grading Summary:

2 exams (20 and 25 percent)

2 cases (30 percent)

1 oral presentation (20 percent)

Homework (5 percent)

Syllabus, FTY 540

- I. Fundamental aspects of marketing and of business to business marketing, definitions.
- II. Reading and interpreting a balance sheet, calculation of ratios
- III. The buying center in the industrial market
- IV. Strategy and forecasting
- V. Channels
- VI. Sales and Promotion
- VII. Pricing.
- IX. Building Products
- X .Hardwood lumber and furniture markets
- XI. Pulp and Paper

Disabilities. I encourage students with disabilities to speak with me confidentially about accommodations needs they might have to help assure success in this class. If you require course adaptations or accommodations because of a disability, please also contact the Coordinator for Services for Students with Disabilities, Onward Program, at 581-2319.