



Learning Unit Modules
Focused in Integral Professional Competences

I. GENERAL LEARNING UNIT

1. Identification	2. Code	3. Semester	4. Training area
Forest Products Trading	TOP44-TOP47	7TH-8TH	Terminal

5. Mode					
Compulsory		Elective	X		
Classroom	X	Non-Attendance		Mixed	
Laboratory		Field practices	X	Guided tours	

6. Class shedule (hours per week)				
Theory	Practice	Independent study	Total hours	Credits
3	1		4	4

7. Person responsible for the subject.
Eusebio Montiel Antuna

II. DATA SPECIFIC LEARNING UNIT

8. Objectives
<ul style="list-style-type: none"> • Understand and interpret the principles of trading. • Interpreting the effects of the implementation of trading and marketing on forest products. • Identify areas of opportunity in foreign markets for forest products. • Develop actions to improve forest products in potential markets.

9. Presentation.
Trading and marketing of forest products is intended to ensure that future professionals through strong conceptual tools acquire attitudes and skills necessary to work in the commercial areas of forest enterprises efficiently and sense of integrity, contribute to the productivity and competitiveness basing in the position of forest products in local, national and international markets in order to increase the socioeconomic development of communities.

10. Professional competences to develop in students.			
Knowledge	Skills	Attitudes	Values



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<p>Forest use techniques that carry a sustainable management of forest resource.</p> <p>Models for optimizing the transformation of raw material into forest products with a higher added value.</p>	<p>Developing diagnosis, planning and assessing the way forest activity affects social, economical political and cultural society needs.</p> <p>Managing models for optimizing the transformation of raw materials into finished forest products.</p>	<p>Collaboration and participation in team works</p> <p>Interest in self learning and continuous learning.</p> <p>Open to criticism and with availability to accept them</p> <p>Proactive in decision making strengthening the forest sector.</p>	<p>Respect.</p> <p>Honesty.</p> <p>Responsibility.</p> <p>Commitment.</p> <p>Ethics.</p>
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11. Course topics
<p>UNIT I: Introduction.</p> <p>UNIT II: Origin, basics and situation in Mexico.</p> <p>UNIT III: Creation and suitability of products for specific markets.</p> <p>UNIT IV: Efficient marketing for specific customers.</p> <p>UNIT V: Customs Management.</p>

12. Evaluation criteria
<p>Formative evaluation</p> <p>Summative evaluation</p> <p>Self assessment</p> <p>Co-evaluation</p>

13. Information sources
Basic
<p>Smith Adam, (1776), "The welth of Nations", W. Strahan and T Cadell, London, United Kingdom (Scotland).</p> <p>Vázquez, M., Madrigal, R. (2007). <i>Comercio internacional</i>. (1ª Ed.) México: Grupo Editorial Patria.</p> <p>Philip Kotler-Gary Armstrong, "Marketing" (2007) Pearson Educacion 11a Ed.</p>
Complementary



UNIVERSIDAD JUÁREZ DEL ESTADO DE DURANGO
FACULTY OF FORESTRY SCIENCES
Forestry Sciences Engineering



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Rickenbach, M., y C. Overdeest. 2006. More than markets: Assessing Forest Stewardship Council (FSC) certification as a policy tool. *J. For.* 104(3):143–147.

Banco Nacional de Comercio Exterior (2006). *Guía de Exportación*. Bancomext. México: Bancomext.

Henry Assael “Comportamiento del Consumidor” 6ta Edición, International Thomson Editores, 1998. Traducción “Consumer Behavior and Marketing Action”, 6th Edition, South Western College Publishing.