



## COURSE SYLLABUS

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### N618 – Introduction to the Downstream Petroleum Industry

#### **Duration**

Two classroom days providing 1.6 CEU (Continuing Education Credits) or 16 PDH (Professional Development Hours)

#### **Summary**

This two-day course has been designed for downstream (refining, transportation, and marketing) sector employees, suppliers, government regulators, industrial petroleum buyers, or others interested in gaining a broad understanding of the refining, supply, and marketing of petroleum products. The course provides a North American perspective on this industry describing its infrastructure, processes, logistics, regulatory aspects, and future challenges.

#### **Who Should Attend**

A wide range of participants have found the understanding gained to be invaluable: downstream industry employees; upstream producers; suppliers to the downstream sector; government regulators; industrial petroleum buyers; and anyone else who requires a broad understanding of the refining, supply, and marketing of petroleum products.

#### **Participants will learn to**

1. Develop a broad understanding of the key elements of refining: processes, infrastructure and issues.
2. Explain petroleum basics: types, uses, and characteristics.
3. Understand the principles of petroleum supply: how production is managed to meet market demands.
4. Understand how petroleum products are distributed across the continent.
5. Characterize the issues and challenges surrounding petroleum products, alternative fuels and engine technologies, and the environment.
6. Develop an understanding of the key players and infrastructure involved in petroleum marketing.
7. Examine and evaluate petroleum pump prices using the “Pump Price Margin Model” and through historical analysis of price data.
8. Better understand issues pertaining to the downstream petroleum sector and the public, particularly in regard to pricing and price regulation.
9. Develop a wholistic understanding of the entire downstream petroleum industry.



## Course Agenda

### Day One

1. Introduction: What is “Downstream”?
2. Crude Overview
3. Refining Basics: Processes, Infrastructure and Issues
4. Petroleum Basics: Types, Uses, and Characteristics
5. Supply: Managing Production to Meet Demand
6. Distribution: Moving Petroleum across the Continent

### Day Two

7. Petroleum Products and the Environment: Issues and Challenges
8. Marketing Overview: The Players and Infrastructure
9. Understanding Pump Prices - The Pump Price Margin Model
10. The Downstream Sector and the Public: Prices and Regulation
11. Understanding Pump Prices - Historical and Comparative Views
12. The Future of the Downstream Petroleum Industry



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### **Instructor**

Jason Parent has over 13 years of industry experience in the downstream petroleum industry. In his consulting role, he has been involved in numerous projects in both Canada and the United States, working with major integrated oil companies as well as several regional refiners and marketers. His business background has been supplemented with a degree in Business Administration. Prior expertise includes performance metrics benchmarking, market segmentation studies, marketing strategy implementation, product price economics and analysis, and regulatory analysis.

### **Course Dates**

Please visit the [course details webpage](#) for currently scheduled course dates.

### **Available for In-House Group Delivery**

This course is available for In-House Training and the content can be customized to suit the needs of your organization. For more information or to request a proposal, please email [inhourequests@peice.com](mailto:inhourequests@peice.com) or call 713-482-3858 (USA), 403-284-1250 (Canada).

