

COURSE OUTLINECOURSE NAME INTRODUCTION TO DIRECT MARKETINGCOURSE NUMBER MKTG 2437 DATE SEPTEMBER 1993Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared AUGUST 1993 Option Term ALL Hrs/Wk 36 Credits 3No. of Weeks 1 Total Hours 36

PREREQUISITESNONE

COURSE OBJECTIVES After successful completion of this course, the student will:

- Understand direct marketing, its principles, concepts and components, and how to integrate it with traditional marketing/advertising/promotion; know how to position direct marketing in organizations, and maximize its contribution
 - Be able to manage, plan, and develop strategies and programs for effectively using direct marketing
 - Understand consumer philosophy as it relates to direct marketing, and know how to hold onto valuable customers while getting more new customers
 - Understand that the marketing database should be part of the direct marketing program, and learn how to organize, manage, and profit from database marketing
 - Be able to conduct research and testing for direct marketing, evaluate results, and understand and apply direct marketing economics techniques
 - Understand the tools and technology of direct marketing, and how to succeed using this market weaponry
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EVALUATION

Final Examination	<u>40</u>	%
Mid Term	<u>25</u>	%
Class Assignments	<u>20</u>	%
Other (1) attendance and	<u>20</u>	%

REQUIRED TEXT(S)

Direct Marketing - Strategy ♦ Planning ♦ Execution
Second Edition - Edward L. Nash - Publ: McGraw-Hill Book Company

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

The Complete Database Marketer - Arthur Hughes - Publ: Probus Publishing Co.
Successful Direct Marketing Methods - Bob Stone - Publ: Crain Books

Other Equipment: Each student will be asked to collect, in a "shoe box", direct mail s/he collects over the period of the course - this will be analyzed and discussed as part of the learning process. Live databases will be shown to student on a computer.

COURSE SUMMARY:

In addition to lectures, the course will consist of case studies; collection and analysis of mail received, guest speakers on various direct marketing related topics, class discussions, and videos. The topics to be covered will include: The function and use of direct marketing

- Integrating Direct marketing into organizations
- Components and rules of direct mail
- Creative concepts
- Copywriting
- Consumer knowledge and applications
- Business-to-business direct marketing
- Research and Testing
- Direct marketing Economics
- Fulfilment, production and operations
- Suppliers and service providers in the industry
- Using direct response media other than mail
- Database marketing

TERM PROJECT:

Students will be required to select an example of a direct response campaign, evaluate it using the knowledge and skills learned in the course, generate recommendations for improvement, analyze the planning process that optimally would have preceded launching the campaign. The Term Project will consist of a written report, as well as a brief oral presentation to the class. The term project is designed to tie in all aspects of the direct marketing covered in the course, and to test the analytical abilities and critical thinking skills of students.

COURSE OUTLINE - MKTG 2437

(continued)

Session or Lecture	Material Covered
1	THE DIRECT MARKETING CONCEPT Introduction to Direct Marketing Direct marketing strategy and planning Applications of Direct Marketing Planning for the new marketing of the 1990s Professional organizations in the field
2	DIRECT MARKETING IN ORGANIZATIONS Integrating direct marketing into the company Creating a strong and effective direct marketing team Managing direct marketing effectively How direct marketing blends with advertising, traditional marketing and promotion Using computer department resources
3	THE COMPONENTS OF DIRECT MARKETING Direct mail, telemarketing, direct response vehicles Sales promotions and direct marketing Media options: print, broadcast, package inserts, co-ops, couponing Magazines as response media Lead generation, follow-up
4	DIRECT MARKETING MECHANICS creating direct marketing concepts formats, offers, copy, components creative considerations creating great messages, cutting clutter, getting mail opened list rental and use art and graphic direction
5	THE MIGHTY CONSUMER knowing and understanding consumer information targeting the best prospects cultural diversity, ethnic marketing understanding the existing consumer/donor/client building relationships that will last <u>Term project proposal due</u>

COURSE OUTLINE - MKTG 2437
(continued)

Session or Lecture	Material Covered
6	FULFILMENT AND OPERATIONS fulfilment defined, standards order processing customer service automation, computerization handling inquiries service bureaus - use, interaction with them
7	TELEMARKETING In-house versus outsourced Staffing & training personnel Inbound 800 & 900 numbers, WATS Outbound Scripts: benefits, cautions Applications Reporting and evaluating <u>Mid-term exam</u>
8	DIRECT MARKETING ECONOMICS assessment and evaluation how-to for marketing campaigns the lifetime value of the customer profitability analysis "shoe string" direct marketing for small budgets frequency of mailings using the numbers to define offers and establish cost targets simple modelling, segmentation approaches
9	RESEARCH AND TESTING What is testing, what is research what to test, and when research tools: which ones work for which situations using research, making it actionable primary research, focus groups, secondary research, in-house research <u>Start term project presentations</u>

COURSE OUTLINE - MKTG 2437
(continued)

Session or Lecture	Material Covered
10	DATABASE MARKETING getting started, developing a database champion when to develop the first database marketing program time frames, location of the database, outsourcing services who should be involved in the database building technology: selecting appropriate software what to put on the database and how to manage it using the database for developing customer relationship <u>More term project presentations</u>
11	WHAT'S NEW AND HOT IN DIRECT MARKETING catalogues, newsletters - uses, production new technology and techniques keeping up with developments "back-end" considerations idea development and testing learning to break the direct marketing rules <u>Finish term project presentations</u>
12	THE DESTINY AND FUTURE OF DIRECT MARKETING Privacy, freedom of information Legislation Professional association activity Industry standards, growth corporate strategies the role of psychology in direct marketing FINAL EXAM

SUMMARY:

Direct Marketing is an \$8 billion dollar industry in Canada, but there is very little education available on the subject. Direct Marketing, along with database marketing, is the "darling" of 1990s marketing. Companies in all industries and all markets are looking at these new approaches, and contemplating launching new marketing strategies. In today's highly competitive and fragmented marketplace, getting to and knowing about the target consumer is key to survival, and at the core of direct and database marketing is the consumer. Database marketing and direct marketing involve technology, strategy, techniques, and focus different from the requirements for traditional marketing. Many companies do not fully understand or manage these new marketing strategies to their best advantage. Changes abound - ad agencies are repositioning themselves as "direct and database experts", and large companies are considering heavy investments in technology to implement database and direct marketing. These are complex areas, and there are major pitfalls.....

Knowledge of the strategies and techniques is the key.