

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**Course Outline**

Course :	Marketing 2438		
Instructor(s):	Paul Hollas	Office:	Continuing Education
Office Hours:	Call 662-1473 to set up an appointment e-mail: paul.hollas@canadapost.ca		
Date Taught:	Wednesday - January 12, 2000 - March 29, 2000		
Lecture Hours:	5:30pm-8:30pm		
Room:	Downtown Campus - Rm #360		
Term: 1	No. of weeks:	12 weeks at 3 Hrs/Wk:	Credit: 3
Total Hours:	36 hrs		
Offered by:	School:	BCIT	
	Program:	Marketing	
Taught to:	BCIT Certificate Program Marketing Continuing Education		
Prerequisites:	MKTG 1102 - Essentials of Marketing or departmental permission		
Prepared by:	Paul Hollas		
CE Head:	Morie Shaker		

Description/Summary

Lectures, presentations by guest speakers, case studies, and class discussion will be used to cover an overview of direct response marketing and database marketing concepts.

Goal(s)

Students will have an in depth understanding of direct marketing concepts and fundamentals; students will be able to develop a direct marketing plan from beginning to end.

Learning Outcomes:

Topic 1 **Planning & Direct Marketing Strategy**

Outcome: Learn how to develop, plan and implement a direct marketing plan

Topic 2 **Creating the Offer**

Outcome: Learn how to develop an effective, powerful and compelling offer or call to action

Topic 3 **Testing: The Basic Principles**

Outcome: Learn what can be tested, why it is important and how to analyze the results

Topic 4 **Creative Strategy**

Outcome: Learn why creative strategy is important and how to accomplish effective creating

Topic 5 **Mailing Lists**

Outcome: Learn why lists are the most important component of a direct marketing campaign.

Topic 6 **Direct Mail**

Outcome: Learn how to design, develop and implement effective direct mail campaigns.

Topic 7 **Fundraising Direct Marketing**

Outcome: What is it and why is it such a powerful marketing tool.
How do you develop a donor database and use it effectively.

Learning Outcomes (Continued)

Topic 8 Telemarketing

Outcome: Learn how to develop and analyze the effectiveness of telemarketing campaigns.

Topic 9 Direct Marketing Advertising Media

Outcome: Learn about all the direct marketing media and how to use it properly in an integrated marketing campaign.

Topic 10 Marketing on the Internet

Outcome: Learn how to effectively conduct direct marketing on the Internet.

Topic 11 Loyalty Programs- Building Customer Relationships

Outcome: Learn what is it all about and why are so many companies developing a Loyalty program

Topic 12 The Direct Marketing Industry

Outcome: Learn about the direct marketing industry and all of the changes and opportunities that are presented.

Course Objectives:

After successful completion of this course, students will:

1. Have a conceptual foundation of direct marketing, from a functional and a management point of view.
2. Understand the specialized techniques and the media of direct response and understand how direct marketing fits in with other forms of marketing.
3. Be able to, using organized frameworks that managers in any setting can use, develop, execute and evaluate direct response programs
4. Know current trends and practices in the field of direct response marketing
5. Have the skills to bring a product or service to market using direct marketing techniques and media.

Evaluation

Mid-term:	30%
Term Project	30%
Class participation	10%
Final Exam:	30%
	100%

Texts:

Required: Stewart, Marilyn
The Canadian Direct Marketing Handbook II

Reference: The Complete Direct Marketer
CD-ROM from Canada Post

Delivery methods (eg. Lecture, workshops, discussion

Lectures, lab/tutorials

Equipment

Required: Notebook, pen, binder, calculator

Course Notes

- Students will also be required to collect various direct marketing samples for discussion in class.

Class Participation will be based on the student's attendance, contribution to class discussion and presentation of work assigned. Students can expect to be called on frequently throughout the course to give their views on the issues being discussed. Students are responsible for reviewing the material assigned for each session before it is covered in class - this will enable them to participate effectively in class activities. The level of participation observed by the instructor will be the principle factor in determining the marks awarded for participation.

Assignments are due at the on their due date and are to be reviewed by the instructor personally. Students are required to retain copies of their work and all rough drafts and research work, and may be required to submit them to the instructor on request. Maximum of 4 students for the Term Project..

COURSE OUTLINE - MKTG 2438

Semester Weeks	Topics and Activities	Assignments and Exercises
Week 1 Jan. 12	Introduction/Course Outline, Discussion of Course details Project Assignment Guidelines Introduction to the Direct Marketing Process Chapter 1 & 2 - CDM handbook	Familiarize yourself with the text. Read and Make Notes (RMN) on Chapter 1 & 2 Collect direct marketing samples for discussion in next week's class
Week 2 Jan. 19	Direct Marketing Strategy Chapter 3 - Opportunity Evaluation Chapter 4 - The Marketing Plan	RMN Chapters 3 & 4 Collect direct marketing samples for discussion in next week's class
Week 3 Jan. 26	Chapter 5 - The Role of the Agency Chapter 6 - The Role of Research	RMN Chapters 5 & 6 Collect direct marketing samples for discussion in next week's class
Week 4 Feb.2	Chapter 7 - Lists Chapter 8 - Testing - The basic principles	RMN Chapters 7 & 8 Collect direct marketing samples for discussion in next week's class
Week 5 Feb. 9	Chapter 9 - Creative, Offers & DM Math	RMN Chapter 9 Collect direct marketing samples for discussion in next week's class
Week 6 Feb 16	Chapter 10 Direct Mail - About Canada Post - Midterm review	RMN Chapter 10 - Study outline for midterm
Week 7 Feb. 23	<u>Mid- Term Test Today</u>	
Week 8 Mar.1	Chapter 11 - Telemarketing - Guest Speaker	RMN Chapter 11 Collect direct marketing samples for discussion in next week's class
Week 9	Chapter 14 - Space Advertising	RMN Chapters 14, 15 & 16

Mar. 8	Chapter 15 - Broadcast Chapter 16 -Other Media	Collect direct marketing samples for discussion in next week's class
Week 10 Mar. 15	What is new and "hot" in Direct Response Marketing - Marketing on the Internet - Guest Speaker	Collect direct marketing samples for discussion in next week's class - Finalize Term Project
Week 12 Mar. 22	Chapter 17 - Building Customer Relationships Chapter 19 - Direct Marketing Suppliers Chapter 20 - Careers - The future of direct marketing - Issue, ethics, professional organizations - Review final exam outline	RMN Chapter 3 ■ Hand in Term Project ■ Study final exam outline
Week 13 Mar.29	Final Exam	

Student Introduction

Date: _____

Student's Name: _____

Occupation: _____

Company: _____

Phone: _____

e-mail: _____

What are the main duties of your job?

What are your career objectives?

How is this course relevant to your career objectives?

How will direct marketing help you do your job better?
