

British Columbia Institute of Technology

PART-TIME STUDIES COURSE INFORMATION AND SCHEDULE

MARKETING 2438 DIRECT MARKETING DYNAMICS

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Semester: Winter 1999

Course location: DTC RM. 364
Course times: Wed. 5:30-8:30pm
Hours/week: 3 (12 weeks)
Credits: 3 (Total 36 hours)

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COURSE MATERIALS REQUIRED

Text: **Successful Direct Marketing Methods**, Bob Stone; Sixth Edition:
NTC Business Books 1997.

COURSE OBJECTIVES

After successful completion of this course, the student will:

1. have a conceptual foundation of direct marketing, from a functional and a management viewpoint;
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 the 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

EVALUATION

A final course grade will be determined based on the following:

Class participation	10%
4 assignments (4 @ 10%)	40%
Mid-term examination	25%
Final examination	25%

CONDUCT OF THE COURSE

Attendance and Participation: Students are expected to prepare for, attend and actively participate in all class sessions, exercises and scheduled presentations, to sit the required tests and examinations, and to submit written assignments as and when required. Attendance will be taken. **If attendance is not regular, students can be asked to leave the course.**

Written Assignments must be handed to the instructor personally **at the beginning** of the class period on their due date. Students failing to hand in a case selected for marking, will receive a mark of "0" for that case. Details are provided on a separate handout.

Copies should be kept of all work submitted. In addition, students are required to retain rough/draft copies of their work and maybe required to submit them to the instructor on request.

Evaluations: Tests and exams must be written at the scheduled date, time and location. Written assignments must be submitted **in class** on the due date. Except for verifiable legitimate reasons, such as documented illness, missed tests, exams and late assignments will receive a mark of zero.

Plagiarism and Cheating: BCIT, in common with other educational institutions, condemns academic dishonesty. Students caught cheating, attempting to cheat or discovered plagiarizing will be reprimanded. Reprimands and appeals will be exercised according to official policy.

Announcements: Students are responsible for all class announcements concerning course information and schedule changes whether or not they are in attendance.

Changes: The course information and schedule is subject to change (consistent with BCIT Policy and with notice to the students).

Communication Standards: Effective communication is a key to your success in the business world, and particularly so in Marketing. Successful people can communicate effectively both when speaking and in written form. In this course, good communications skills are to be used, and to be worked on so that they can be improved. In your written work you are expected to express yourself clearly and concisely, and use correct grammar and proper punctuation. You should present information in a professional format, style, and organization. If you are including in your written work any material that is not your own, it must be documented according to good reporting practise. Your oral presentations should also follow sound communication practises. If you are unsure about correct procedures, the library has books and videos to assist you. In this course, written work and verbal presentations that do not meet these communication standards will have marks deducted. In the case of examinations, use of poor or incorrect English and/or grammar will also result in reduced grades being assigned.

COURSE SCHEDULE

<u>SEMESTER WEEKS</u>	<u>DATES</u>	<u>TOPICS AND ACTIVITIES</u>
Wk 01	January 13	Introduction/Course Outline and Plan Discussion of the background of Direct Marketing Integrating direct marketing into the company and the existing marketing plans Trends and new directions Text material: Chapter 1
Wk 02	January 20	Direct Marketing Strategy Creating a strong direct marketing team Discussion of Project assignments Text material: Chapter 9
Wk 03	January 27	Database Marketing Making the database work in the organization Loyalty and relationship marketing Text material: Chapters 2 & 10 <u>Project #1 DUE TODAY</u>
Wk 04	February 3	The Media of Direct Marketing Print media planning Broadcast media Media options and media mix Text material: Chapters 3, 4, 5, 6 & 7
Wk 05	February 10	Media - continued! The Catalogue as a direct marketing medium <u>Project #2 DUE TODAY</u>
Wk 06	February 17	<u>MID-TERM TEST TODAY!</u> The telephone as a direct marketing medium Applications of telemarketing Call Centres Text material: Chapter 8
Wk 07	February 24	Review of mid-term test Direct marketing offers Selecting products and services for direct mail promotion Text material: Chapters 11, 12

Wk 08	March 3	Business-to Business direct marketing Contrasting consumer with business approaches Text material: Chapter 13 <u>Project #3 DUE TODAY</u>
Wk 09	March 10	Use of direct marketing in the retail industry Lead generation and management Text material: Chapter 14, 15
Wk 10	March 17	Creative tactics and analysis The art of copywriting Art direction Positioning products for the right consumer Text material: Chapter 16, 17, 18 & 20 <u>Project #4 DUE TODAY</u>
Wk 11	March 24	Direct Marketing Economics The mathematical concepts a direct marketer must know! Assessing and evaluating Direct Marketing Campaigns The Lifetime value of the Customer Text material: Chapter 19
Wk 12	March 31	Research used in direct marketing Professional organizations Future considerations and trends Text material: Chapter 21
Wk 13	April 7	<u>FINAL EXAMINATION TODAY!</u>

Please note: This schedule may require some revision as the term proceeds. Some topics may be given additional consideration, some less. Students are responsible for keeping aware of any changes to the schedule, whether or not they are present in class.