

British Columbia Institute of Technology

PART-TIME STUDIES COURSE INFORMATION AND SCHEDULE

MARKETING 2438 DIRECT MARKETING DYNAMICS

Instructors: Gail Tibbo & Rodd Hill

Voice Mail: 277-6292 (GT) 322-6854 (RH)

Fax: 277-6294 (GT) 322-6529 (RH)

Semester: Fall 1997

Course location: SW1 RM. 3150

Course times: Tues. 6:45 - 9:45pm

Hours/week: 3 (12 weeks)

Credits: 3 (Total 36 hours)

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COURSE MATERIALS REQUIRED

Text: There will be no text for this course. A number of handouts and assigned reading materials will be utilized, from a number of sources, to supplement lectures and discussions. Students are expected to organize a binder in which to organize these materials.

COURSE OBJECTIVES

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	Sept 09	Introduction/Course Outline and Plan Discussion of the background and description of Direct Marketing Trends and new directions - GT & RH
Wk 02	Sept 16	Direct Marketing Strategy Project assignments Planning for the new marketing of the 2000s Integrating direct marketing into the company and the existing marketing plans Creating a strong direct marketing team RH
Wk 03	Sept 23	The Components of Direct Marketing (formats, offers, lists) Formats, offers, lists <u>Written Project #1 DUE TODAY</u> RH
Wk 04	Sept 30	The Media of Direct Marketing Print media planning Broadcast media Media options and media mix GT
Wk 05	Oct 07	Research & testing Making research actionable Constructing testing programs and understanding their results <u>Written Project #2 DUE TODAY</u> GT
Wk 06	Oct 14	<u>MID-TERM TEST TODAY!</u> The telephone as a direct marketing medium Applications of telemarketing Call Centres GT
Wk 07	Oct 21	Creative tactics and analysis The art of copywriting Art direction Review of mid-term test <u>Written Project #3 DUE TODAY</u> RH

Wk 08	Oct 28	Direct Marketing Economics The mathematical concepts a direct marketer must know! Assessing and evaluating Direct Marketing Campaigns The Lifetime value of the Customer RH
Wk 09	Nov 04	The Mighty Consumer Knowing and understanding consumers in a direct marketing context Targeting the best prospects Building long-term relationships with consumers Positioning products for the right consumer <u>Written Project #4 DUE TODAY</u> GT
Wk 10	Nov 11	NO CLASS - Remembrance Day
Wk 11	Nov 18	Fulfillment, operations and production planning Order processing and customer service Players in the Direct Marketing industry Service bureaus - utilizing and interacting with them RH
Wk 12	Nov 25	What is new and "hot" in Direct Marketing The destiny and future of direct marketing Issues, Ethics Privacy Professional Organizations GT
Wk 13	Dec 02	<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.