

COURSE OUTLINECOURSE NAME DIRECT MARKETING DYNAMICSCOURSE NUMBER MKTG 2438DATE SEPTEMBER 1995Prepared by C. Gail TibboTaught to C.E.School BusinessProgram Date Prepared AUGUST 1995Option Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

MKTG 1102 - Essentials of Marketing or department permission

COURSE OBJECTIVES

After successful completion of this course, students will:

- * have a conceptual foundation of direct marketing, from a functional and a management viewpoint
- * understand the specialized techniques and the media of direct response, and understand how direct marketing fits in with other forms of marketing;
- * be able to, using organized frameworks that managers in any setting can use, develop, execute and evaluate direct-response programs;
- * know current trends and practises in the field of direct-response marketing;
- * have the skills to bring a product or service to market using direct marketing techniques and media.

EVALUATION

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

Mid-Term Test	20 %
Class participation	10 %
4 Projects (10% each)	40 %
Final examination	30 %

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.

The assignments are due at the end of the class period on their due date and are to be landed to 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.

REQUIRED TEXT(S) AND EQUIPMENT

DIRECT MARKETING: Strategy/Planning/Execution - by Edward L. Nash,
New York, N.Y. : McGraw-Hill Inc., 1995

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 may be asked to leave the course.

Assigned Projects: These must be handed in to the instructor personally at the beginning of the class period on their due date. Details are provided on a separate handout.

Copies: Students are required to retain copies of their work, and all rough drafts and evidence of research, and may be required to submit them to the instructor on request.

Evaluation: Tests and exams must be written at the scheduled date, time and location. Written Project Assignments must be submitted in class on the due date. Except for verifiable, legitimate reasons, missed tests exams, presentations and assignments will receive a mark of zero. Permission to make up missed tests, exams, presentations and assignments is a privilege and not a right.

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

Announcements: This course information and schedule is subject is subject to change, with notice to the students. Any changes will be announced in class, and it is the responsibility of the student to be aware of any and all changes announced in class, whether or not he or she is present.

Communications 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. 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 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.

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SEMESTER WEEKS	DATES	TOPICS AND ACTIVITIES	ASSIGNMENTS AND EXERCISES
WEEK 01	Sept. 11	Introduction/Course Outline, Discussion of course details Project Assignment Guidelines Introduction to The Direct Marketing Process Chapter 1 - Introduction Industry background, Issues and trends Marketing in the 1990s	Familiarize yourself with text. Read and make notes (RMN) on Chapter 1
WEEK 02	Sept. 18	Direct Marketing Strategy Chapter 2 - Strategic planning Chapter 3 - The Marketing Plan Planning for the new marketing of the 1990s Integrating direct marketing into the company and the existing plans Creating a strong direct marketing team Direct marketing within the organization	RMN Chapters 2 & 3
WEEK 03	Sept. 25	The Components of Direct Marketing Chapter 15 - Direct Mail Formats Chapter 4 - The Proposition Chapter 5 - Mailing Lists Evaluating the various formats List brokers, selection <u>PROJECT ASSIGNMENT #1 DUE TODAY</u>	RMN Chapters 4, 5 & 15. Submit Assignment #1.
WEEK 04	Oct. 02	The Media of Direct Marketing Chapter 6 - Print Media Planning Chapter 7 - Broadcast Media Direct response vehicles Media options and media mix	RMN Chapters 6 & 7
WEEK 05	Oct. 09	Thanksgiving Day - no class	
WEEK 06	Oct. 16	Research and Testing - tools and sources Chapter 9 - Research Chapter 10 - Testing Making research actionable Constructing a testing program <u>PROJECT ASSIGNMENT #2 DUE</u>	RMN Chapters 9 & 10. Submit Assignment #2.
WEEK 07	Oct. 23	<u>MID-TERM TEST TODAY</u> The Telephone as a Direct Marketing Medium Chapter 8 - Telemarketing In-house versus outsourced 800 & 900 numbers Beneficial applications	Review Chapters 1 - 10 and 15.

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SEMESTER WEEKS	DATES	TOPICS AND ACTIVITIES	ASSIGNMENTS AND EXERCISES
WEEK 08	Oct. 30	Direct Marketing Mechanics Chapter 12 - Creative Tactics Chapter 13 - The Art of Copywriting Chapter 14 - Art Direction Review of Mid-Term Test Creating direct marketing concepts Creative considerations and copy Art and Graphic direction	RMN Chapters 12 - 14. Submit Assignment #3.
WEEK 09	Nov. 06	Direct Marketing Economics Chapter 19 - Mail-Order Math Assessing and evaluating marketing campaigns The lifetime value of the customer Simple modelling and customer segmentation	RMN Chapter 19
WEEK 10	Nov. 13	The Mighty Consumer Knowing and understanding consumers in a direct response context Targeting the best prospects Building long-term relationships with consumers Positioning products for consumers Chapter 11 - Positioning <u>PROJECT ASSIGNMENT #4 DUE</u>	RMN Chapter 11. Submit Assignment #4.
WEEK 11	Nov. 20	Fulfilment and Operations Chapter 16 - Production Planning Chapter 17 - Fulfilment Automation, computerization Order processing and customer service Service bureaus - using and interacting with them.	RMN Chapters 16 & 17.
WEEK 12	Nov. 27	What is new and "hot" in Direct Response Marketing The Destiny and Future of Direct Marketing Issues, Ethics Professional organizations Keeping up with a changing Industry	Reading to be read for this session will be in the form of a handout given to students the previous week.
WEEK 13	Dec. 04	Course Review <u>FINAL EXAMINATION</u>	Review entire course.