



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications (Sets K,L,M)

**Marketing 3320**  
**Direct Response Marketing****Start Date:** September 4th, 2007**End Date:** December 14<sup>th</sup>, 2007**Total Hours:** 45 **Total Weeks:** 15**Term/Level:** 3 **Course Credits:** 3**Hours/Week:** 3 **Lecture:** 2 **Lab:** 1**Shop:** N/A **Seminar:** N/A **Other:** N/A**Prerequisites:**

Successful completion of Terms 1 and 2

**Marketing 3320 is a Prerequisite for:**

Continuation to Term 4

**v Course Calendar Description**

This course provides the fundamentals of direct marketing. The focus is both on the planning and implementation of direct marketing campaigns with emphasis on direct mail. Direct Response Marketing will be studied through lectures, case studies, group decisions and industry-related projects.

**v Detailed Course Description**

To provide students with the basic tools necessary to conduct direct marketing in an industry-related, entry level position.

**v Evaluation**

Midterm Exam	25%	<b>Comments:</b> Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course
Term Project (Group)	25%	
Term Project (Pairs)	10%	
Participation/Attendance	10%	
FreeBird Project	5%	
Final Exam	25%	
<b>TOTAL</b>	<b>100%</b>	

**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Understand the strategic importance of direct marketing and how it can be applied as a solution to meeting business goals
- Describe the various direct marketing tactics and their advantages and disadvantages
- Evaluate and develop direct marketing efforts and creative executions, analyze their strengths and weaknesses and make recommendations for improvements
- Develop direct marketing strategies for consumer and business to business selling, as well as fundraising initiatives
- Understand current trends and practices in direct marketing

**v Verification**

I verify that the content of this course outline is current.

  
\_\_\_\_\_  
Joe Freeburn - Authoring Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Carroll Nelson - Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Barry Hogan - Dean/Associate Dean

  
\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## v Instructor(s)

Joe Freeburn                      Office Location: SE6-314                      Office Phone: 604-432-8445  
Office Hrs.: as posted on door                      E-mail: joe\_freeburn@bcit.ca  
Address:

## v Learning Resources

### Required:

- Contemporary Direct Marketing by Lisa Spiller, Martin Baier (2005: Prentice Hall)

### Recommended:

- Free online subscription to DM News newsletter - [www.dmnews.com/process/sub\\_e\\_dm1.html](http://www.dmnews.com/process/sub_e_dm1.html)
- BC Chapter of the Canadian Marketing Association, Vancouver - [www.bcdma.org](http://www.bcdma.org)
- Canadian Marketing Association, Toronto - [www.the-cma.org](http://www.the-cma.org)
- Direct Marketing Association, New York - [www.the-dma.org](http://www.the-dma.org)

## v Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance and Participation:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each class. Students not present at that time will be recorded as absent. Successful completion of the course depends on the student attending 90% of the course lectures and labs, passing the cumulative of the midterm and final exam, as well as successful completion of the course group project and individual assignment. Excessive absence will be deemed to be missing more than 10% of lectures and labs. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the final exam. Attendance and participation marks will be based on your attendance and contribution to class discussion on a weekly basis. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class – this will enable you to participate effectively in class activities. The level of participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon

special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

#### v Assignment Details

Integrated Marketing Communications Plan - A separate document titled: "Marketing Communications/Direct Response Fall Term Project" will be provided to each student. All details, including due dates and content requirements are included in this document.

Individual Assignment – Student groups of two will be required to complete an additional assignment in addition to the group project. This assignment is due on Monday, October 23, 2006. Late assignments will not be accepted.

### Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
September 4 Week 1	No Lecture Review Course Outline in Labs		
September 11 Week 2	Elements of Direct Marketing Direct Marketing Lists and Segmentation	Chapters 1,2	Bring Direct Marketing Samples to Labs
September 18 Week 3	Database Driven Direct Marketing Planning the Offer	Chapters 3,4	Specific Direct Marketing requirements for Term Project provided
September 25 Week 4	Creative Strategies in Direct Marketing (Sept 27 – Shinerama)	5	DM letter writing
October 2 Week 5	Direct Mail and Other Print Media Broadcast and Other Electronic Media	6,7	Presentation of letters
October 9 Week 6	No Lecture - Thanksgiving		
October 16 Week 7	Midterm Exam Week		
October 23 Week 8	Telemarketing The Internet	8, 9	FreeBird Creative Brief
Oct 30 Week 9	Customer Service and Fulfillment Direct Marketing Research : Survey and Experimentation	10,11	Term Project Draft Due to Jenness Work on DM Pieces

<b>Week of/ Number</b>	<b>Outcome/Material Covered</b>	<b>Reference/ Reading</b>	<b>Labs/ Assignment</b>
November 6 Week 10	Regulatory Environment  Business to Business Direct Marketing	12,13	Labs - Instructor/group meetings to review completed draft term project
November 13 Week 11	Direct Marketing for Non-profit Organizations	14	Present FreeBird DM Pieces
November 20 Week 12	International Direct Marketing Term Project Papers Due	15	TBD
November 27 Week 13	Term Project Presentations – TBD no lecture or labs		
December 4 Week 14	Industry Tour – labs and lectures to be determined		
December 11 Week 15	Final Exam	Chapters from Midterm forward	