



OCT 16 2000

**Course Outline**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing

Option: Marketing Communications / Direct Response

**MKTG3320****Direct Response Marketing****Start Date:** September 11, 2000**End Date:** December 8, 2000**Course Credits:** 3**Term/Level:****Total Hours:** 36**Total Weeks:** 12**Hours/Week:** 3**Lecture:** 2**Lab:** 1**Shop:****Seminar:****Other:****Prerequisites:**MKTG 1102 Essentials of Marketing or departmental  
permission**Course Calendar Description**

This course provides the fundamentals of direct marketing. The focus is on both 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.

**Course Goals**

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

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## Evaluation

**Policy:** BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

Midterm Exam	25%
Final Exam	25%
Projects	30%
Participation/Attendance	15%

TOTAL	<hr/> 100%
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Students are expected to contribute to in-class discussions throughout the term. This will form part of the participation portion of total marks, therefore attendance is a key factor.

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## Course Learning Outcomes/Competencies

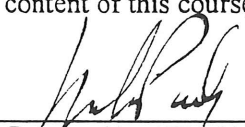
Upon successful completion of this course, the student will be able to:

- describe the various direct marketing techniques and their advantages and disadvantages
- evaluate direct marketing efforts, 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

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## Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

  
\_\_\_\_\_  
Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

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



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## Instructor(s)

Jenness Mayer

Office No.: SE6 306

Office Phone: 412-7543

Office Hrs.: Posted on door

E-mail Address: [jmayer@bcit.ca](mailto:jmayer@bcit.ca)

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## Learning Resources

### Required:

Canadian Direct Marketing Handbook II, Marilyn Stewart

Additional reading in the form of handouts will be assigned. Students are encouraged to read all assigned materials prior to lectures. **ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS.**

### Recommended:

Successful Direct Marketing Methods, Bob Stone

Maxi-Marketing, Stan Rapp, Thomas Collins

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## BCIT Policy Information for Students

### Course Notes (Policies and Procedures)

**Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

**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.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

**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 at the approval of the instructor.

**Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.

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## Assignment Details

All projects are due as per the time designated by the instructor. Any assignments received after that time will be assessed a 10% per day penalty.

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## Schedule

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Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Sept. 11	Introduction to Direct Marketing / Course Outline	Chapters 1-2 & 30 Principles Handout	
Sept. 18	Developing the DM Plan	Chapters 3-4 & Privacy Laws Handout	Term Project Assigned
Sept. 25	The DM Media and it's Components <i>SETM – NO LAB (Shinerama)</i>	Chapter 10, 14, 15 & 16	
Oct. 2	Developing the Offer and Renting Lists	Chapters 7	
Oct. 9	STAT HOLIDAY – No Lecture Labs to be Determined*		
Oct. 16	<b>MIDTERM EXAM</b>	Chapters 1-4, 7, 10, 14-16 & Handouts	
Oct. 23	Working with Canada Post and Mailhouses		
Oct. 30	Testing, Testing, Testing and DM Math	Chapter 8 & Why Satisfied Customers Defect Handout	
Nov. 6	Effective Fundraising utilizing DM	Chapter 12	
Nov. 13	STAT HOLIDAY – No Labs or Lectures*		Written Due
Nov. 20	Term Project Presentations – No Classes		Oral Presentations
Nov. 27	Developing Lead Generation Campaigns / Exam Review		
Dec. 4	<b>FINAL EXAM WEEK</b>		

\* Maximizer training may be delivered at this time - dates and time to be announced.