



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

OCT 13 1999

Course Outline

Operating Unit:

Program: Marketing Management

Option: Direct Response

MKTG 3320

Direct Response Marketing

Start Date: September 13, 1999

End Date: December 10, 1999

Course Credits: 3.0

Term/Level: 3

Total Hours: 36

Total Weeks: 12

Hours/Week:

Lecture: 2

Lab: 1

Prerequisites

Course No. **Course Name**

MKTG 1102 Essentials of Marketing or departmental
 permission

Course Calendar Description

This course provides the fundamentals of direct response marketing. The focus is on both the management and implementation of direct marketing in various forms with emphasis on direct mail. Direct response marketing will be studied through lectures, videos, case studies, guest lecturers, group discussions 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.

Note: Dates to remember this fall are: Shinerama Sept. 22nd, Thanksgiving Oct. 11th, Mid term week Oct 18th – 22nd, Remembrance Day Nov. 11th, TBC – George Tidball Series speaker end of Sept.

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%	In order to pass the course, students must obtain a passing grade on the average of the two exams
Final Exam	30%	
Projects	35%	
Attendance/Participation	10%	
TOTAL	100%	

Course Learning Outcomes/Competencies

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

- Develop, execute and evaluate direct response programs
- Bring a product or service to market using direct response techniques and media
- Conduct direct response marketing through direct mail, print ads, telemarketing and broadcast
- Explain the difference between business to business and consumer direct marketing
- Identify the direct response elements required in the creative for various mediums

Course Content Verification

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

Program Head/Chief Instructor

[Signature] Sept 15/97

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 310

Office Phone: 451-6769

Office Hrs.: Monday - 12:30 to 1:30

E-mail Address: jmayer@bcit.com

Friday - 11:30 to 12:30 or
call for an appointment

Learning Resources

Required:

Stewart, Marilyn, The Canadian Direct Marketing Handbook II: building customer relationships

Additional reading in the form of handouts will be assigned. **ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS**

Recommended:

Stone, Bob, Successful Direct Marketing Methods, Sixth Edition, NTC Publishing Group

Stone, Bob, Creative Strategy in Direct Marketing, Second Edition, NTC Publishing Group

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.

Assignment Details

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

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.

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.

Term Project - Teams of 4 to 5 students will develop an integrated direct marketing campaign for an assigned, fictitious company.



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Week of/ Number	Topics/Material Covered	Reference/ Reading
Sept. 13 th	Introduction to Direct Marketing / Discussion of Course Details	Chapter 1 &2
Sept. 21 st	Strategy and Planning - Learn how to develop, plan and implement a direct marketing plan	Chapter 3 &4
Sept. 28 th	Direct Marketing Mediums and it's components - Learn about all the direct marketing mediums and how to use them properly in an integrated campaign. Learn how to develop an effective, powerful and compelling offer	Chapter 10, 14, 15 & 16
Oct 4 th	Creative Strategy - Learn why creative strategy is important and how to accomplish effective creative	Chapter 9 & In-class Handout
Oct 11 th	Lists and List Testing - Learn why lists are the most important component of a direct marketing campaign and how to test them effectively	Chapter 7
Oct 18 th	MIDTERM EXAM WEEK	
Oct 25 th	Testing and Research - Learn what can be tested, why it is important and how to analyze the results	Chapter 8
Nov 1 st	Direct Marketing Math - Learn what and how to analyze the effectiveness of a direct marketing campaign	
Nov 8 th	Canada Post and Mailhouses - Learn how to work with Canada Post and the mailhouses when implementing a direct marketing campaign	
Nov 15 th	Telemarketing & Call Centers - Learn how to integrate telemarketing into a direct marketing campaign	Chapter 11
Nov 22 ^{cd}	Lead Generation Programs - Learn how to manage a lead generation program	
Nov 29 th	Fundraising with Direct Marketing - Learn how fundraising can benefit from direct marketing	Chapter 12
Dec 6 th	FINAL EXAM WEEK	

