



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: 3K, 3L, 3M

Course Outline

MKTG 3320

Direct Response Marketing

Start Date: September 5, 2001

End Date: December 14, 2001

Course Credits: 3

Term/Level: 3

Total Hours: 45

Total Weeks: 15

Hours/Week: 3

Lecture: 2

Lab: 1

Shop:

Seminar:

Other:

Prerequisites

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Prerequisite for:

Course No.	Course Name
MKTG 1102	Essentials of Marketing or departmental permission

Course No.	Course Name
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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.

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**, 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 labs or lectures** 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	100%

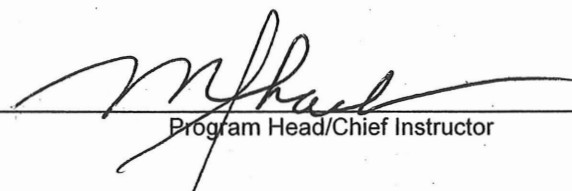
Course Learning Outcomes/Competencies

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

- Describe the various direct marketing tactics 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.

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.

Instructor(s)

Jenness Mayer

Office No.: SE6 306

Office Phone: 412-7543

Office Hrs.: Mon. 1:30 to 2:20

E-mail Address: jmayer@bcit.ca

Tues. 11:30 to 12:20

1:30 to 2:20

Wed. 1:30 to 2:20

Learning Resources

Required:

Canadian Direct Marketing Handbook II, Marilyn Stewart

Additional readings 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

BCIT Policy Information for Students

COURSE NOTES (Policies and Procedures):

ATTENDANCE: Attendance is mandatory for labs and lectures. The attendance policy as outlined in the current BCIT Calendar and will be enforced.

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

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.

CHEATING, PLAGIARISM, AND DISHONESTY: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating, plagiarism or dishonesty will not be tolerated. Therefore, this may 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 EXAMS, TESTS, 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.

Assignment Details

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

LAB ASSIGNMENTS: Lab assignments are due in labs as per time designated by the instructor. Any lab assignments received after that time will not be accepted.

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Week off/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Week 1 Sept. 5	No Classes		
Week 2 Sept. 10	Lecture: Introduction to Direct Marketing Lab: Case Study #1	Chapters: 1, 2	
Week 3 Sept. 17	Lecture: Developing the Direct Marketing Plan & Privacy Issues SET M Only: No Lab SHINERAMA	Chapters: 3, 4, 6	Term Project Assigned
Week 4 Sept. 24	Lecture: Direct Marketing Media and the Offer Labs: Case Study #2	Chapters: 10, 11, 14, 15, 16	
Week 5 Oct 1	Lecture: List Renting and Direct Marketing Creative Labs: Copywriting Exercise & List Renting Exercise	Chapters: 7, 9 & In-class handouts	Complete copywriting for next week's lab
Week 6 Oct 8	STAT HOLIDAY – No Lecture Labs: List Renting Exercise		
Week 7 Oct 15	MIDTERM EXAM		
Week 8 Oct 22	Lecture: Working with Canada Post and Mailhouses Labs: Determining Postal Walks	Chapter 19	
Week 9 Oct 29	Lecture: Testing!!! & Evaluating Direct Marketing Initiatives Labs: Calculations	Chapter 8	
Week 10 Nov 5	Lecture: Fundraising Labs: Developing the Matrix	Chapter 12	
Week 11 Nov 12	STAT HOLIDAY – No Lecture Labs: To Be Determined		Term Project Written Due
Week 12 Nov 19	TERM PROJECT PRESENTATIONS – No Labs or Lectures		Term Project Oral Presentations
Week 13 Nov 26	Industry Tours – Labs and Lectures to be determined		
Week 14 Dec 3	Lecture: Lead Generation Campaigns Lab: Case Study #3 & Exam Review		
Week 15 Dec 10	FINAL EXAM		