



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing Management

Option: Sales, Small Business, Marketing  
Communications

## Course Outline

**MKTG 4420**

**Direct Marketing**

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**Start Date:** January 10, 2000

**End Date:** May 19, 2000

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**Course Credits:** 4.0

**Term/Level:** 4

**Total Hours:** 60

**Total Weeks:** 20

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**Hours/Week:**

**Lecture:** 2

**Lab:** 1

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### 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.

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### 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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### Class Participation

This 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 being prepared for each lab by reviewing the lecture material and reading any chapters assigned – this will enable them to participate effectively in lab activities.

## Evaluation

|                            |            |
|----------------------------|------------|
| Term Project               | 50%        |
| Labs                       | 20%        |
| Mid-Term                   | 20%        |
| Participation / Attendance | <u>10%</u> |
| TOTAL:                     | 100%       |

**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.**

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## Course Learning Outcomes/Competencies

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

- Identify direct marketing initiatives
- Explain what direct marketing is from a functional and management point of view
- Develop, execute and evaluate direct response programs
- Bring a product or service to market using direct response techniques
- Conduct direct response marketing through various mediums

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## Course Content Verification

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

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Program Head/Chief Instructor

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Date

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



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**Instructor: Jenness Mayer**

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### Learning Resources

**Required:** Successful Direct Marketing Methods, Sixth Edition, Bob Stone

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

Power Direct Marketing, Second Edition, Ray Jutkins

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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

There are two case study assignments and one term project. 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.

**Case Study Assignments** – Both case studies are to be typed on computer and handed in at the beginning of lab. Each assignment is worth 10 marks.

**Term Project** – Details to follow...

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.



## Schedule

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| Week of/<br>Number           | Outcome/Material Covered   | Reference/<br>Reading | Items Due In<br>Lab |
|------------------------------|--|-----------------------|---------------------|
| 1<br>Jan. 10 <sup>th</sup>   | Introduction to Direct Marketing / Course Outline  | Chpt 1                |                     |
| 2<br>Jan. 17 <sup>th</sup>   | The Direct Marketing Plan & Strategy- Learn how to develop, plan and implement a direct marketing plan.  |                       |                     |
| 3<br>Jan. 24 <sup>th</sup>   | Offers (1 Hour Lecture due to Tidball Series) - Learn how to develop an effective, powerful and compelling offer.<br><br><i>Assignment #1 Assigned</i>   | Chpt. 11              |                     |
| 4<br>Jan. 31 <sup>st</sup>   | Direct Marketing Media - Learn about all the direct marketing mediums and how to use them properly in an integrated campaign.  | Chpt. 4,5,6           |                     |
| 5<br>Feb. 7 <sup>th</sup>    | Creative and List Renting - Learn why creative strategy is important and how to accomplish effective creative. Learn why lists are the most important component of a direct marketing campaign and how to test them effectively. | Chpt. 16, 18          | Assignment #1 Due   |
| 6<br>Feb. 14 <sup>th</sup>   | Database Marketing – Learn why the computer is an important tool and how it is utilized in the direct marketing process.<br><br><i>Assignment #2 Assigned</i>  | Chpt 2, 10            |                     |
| 7<br>Feb 21 <sup>st</sup>    | Direct Marketing Math - Learn what and how to analyze the effectiveness of a direct marketing campaign.<br><br><i>Term Project Details Discussed</i>   | Chpt 19               |                     |
| 8<br>Feb 28 <sup>th</sup>    | Testing & Research – Learn what you can test and how to test<br><br><i>Groups formed for the Term Project.</i>   | Chpt 20, 21           | Assignment #2 Due   |
| 9<br>March 6 <sup>th</sup>   | MIDTERM EXAM WEEK  |                       |                     |
| 10<br>March 13 <sup>th</sup> | SPRING BREAK   |                       |                     |

|                              |   |         |   |
|------------------------------|---|---------|---|
| 11<br>March 20 <sup>th</sup> | <b>Lead Generation Programs</b> - Learn how to implement and manage a lead generation program.  | Chpt 15 |   |
| 12<br>March 27 <sup>th</sup> | <b>Telemarketing &amp; Call Centers</b> - Learn how to integrate telemarketing into a direct marketing campaign.  | Chpt 8  | <b>1<sup>st</sup> Draft of Term Project Due</b> |
| 13<br>April 3 <sup>rd</sup>  | <b>Loyalty Marketing</b> – Learn how this method has become a staple in certain industries and why they are important in today's competitive environment.                               |         |   |
| 14<br>April 10 <sup>th</sup> | <b>Working with Canada Post</b> - Learn about the products Canada Post offers to aid in direct marketing. (Guest Speaker)   |         |   |
| 15<br>April 17 <sup>th</sup> | <b>Direct Marketing via the Internet</b> – Learn how the internet can increase your business when used as a direct marketing medium. (Guest Speaker)<br><br><i>Meetings with Groups</i> |         | <b>2<sup>nd</sup> Draft of Term Project Due</b> |
| 16<br>April 24 <sup>th</sup> | <b>EASTER HOLIDAY – Tuesday Labs Cancelled!!</b>  |         |   |
| 17<br>May 1 <sup>st</sup>    | <b>Fundraising</b> - Learn why and how direct marketing is heavily used by the non-profit sector.   |         |   |
| 18<br>May 8 <sup>th</sup>    | <b>Data Mining</b> – Getting to the “good stuff” in your database. Learn how to use your data to increase your profits. (Guest Speaker)   |         |   |
| 19<br>May 15 <sup>th</sup>   | <b>TERM PROJECTS DUE: MAY 17<sup>TH</sup></b>   |         |   |
| 20<br>May 22 <sup>nd</sup>   | <b>FINAL EXAM WEEK</b>  |         |   |