

MKT-434 Direct Marketing

Cr Hrs: 3.0

Course Description

The direct marketing course provides an introduction to digital and offline direct marketing. This course examines the nature and scope of direct marketing approaches and develops students' skills in formulating and implementing DM programmes. It covers all major direct marketing media: direct mail, broadcast, print, catalogs, co-ops, etc. with a special emphasis on the use of different internet platforms such as email, SMS text, paid search, Mobile (apps, localization) and social media (YouTube, LinkedIn, Facebook, Twitter). Students will learn how online databases can be accessed for direct marketing purposes. It will explore existing and future uses of DM and provide students with general understanding of the nature and scope of direct marketing and its role within the marketing concept.

Course Objectives

The following describe the objectives of this course:

1. Understand the fundamentals of direct marketing and the core theories around which the subject revolves.
2. To introduce students to the planning, design and execution of direct marketing programs, including methods for utilizing databases and targeting techniques.
3. Develop an understanding of application of direct marketing in local and foreign marketing environments.
4. Develop analytical and problem solving skills by carefully analyzing assigned case studies.
5. Improve the students' written and oral communication skills by assessing you on assignments given throughout the semester.

Learning Outcomes

Upon successful completion of this class, you are expected to:

1. Understand the nature and scope of direct marketing.
2. Demonstrate a variety of direct marketing skills: describe and apply targeting, create an offer, develop positioning, select appropriate media (including lists), evaluate creative execution, and show how to track program performance.
3. Identify opportunities for direct marketing with an appreciation for the strengths and weaknesses of direct marketing versus other forms of marketing communications.
4. Combine direct marketing methods with other elements of the promotional mix to produce an integrated marketing approach to the marketplace.
5. Collaboratively develop and present a direct marketing plan, applying concepts and techniques covered in the course.

Required Course Material

The textbook for this course is:

Contemporary Direct & Interactive Marketing, 2nd ed., Lisa Spiller & Martin Baier.

Prentice Hall, 2010. Print version ISBN: 978-0136086109. eBook ISBN 978-0-13-608614-7. (T1)

In addition, following reference book can also be useful:

Principles of Direct and Database Marketing, 4th ed, Alan Tapp, Financial Times/ Prentice Hal, 2008.ISBN-10: 0273713027. (T2)

The cases used are:

- Air France Internet Marketing. By Mark Jeffery; Lisa Egli; Andy Gieraltowski; Jessica Lambert; Jason Miller; Liz Neely; Rakesh Sharma. Publication Date Mar 06, 2009.
- ING Direct. By Sean Cauterman; Michael Sider. Publication Date Nov 01, 2010
- Marketing James Patterson. By John Deighton. Publication Date Aug 10, 2004.
- Alloy.com: Marketing to Generation Y. By John Deighton; Gil McWilliams. Publication Date Jan 05, 2000.

The articles used are:

- Secrets of science and direct mail marketing. By Marvin Zim. Publication Date Mar 15, 1999.
- Getting the Most Out of All Your Customers. By Jacquelyn S. Thomas; Werner Reinartz; V Kumar. Publication Date Jul 01, 2004
- Note on Marketing and the Internet. By John Deighton; John Barabino; Alison Berkley. Publication Date Dec 03, 1996, Revision Date Jul 22, 2002

Course Content (Weekly)

Week	Session Topic	Student Responsibilities
1	Introductory Lecture	Course Outline Student Introductions
	Introduction to Direct Marketing	T1-Chapter 1: Examining the history and processes of direct and interactive marketing T2-Chapter 1: What is direct marketing?
2	Database Development	T1-Chapter 1: Building databases, selecting customers and managing relationships T2-Chapter 2: The Database
	Customer Relationship Management	T1-Chapter 2: Building databases, selecting customers and managing relationships T2-Chapter 7: Relationship marketing and CRM
3	Setting objectives and strategies within direct marketing	T2-Chapter 5: Direct marketing objectives and strategies
	Setting objectives and strategies within direct marketing	T2-Chapter 6: The strategic influences on direct marketing

4	Developing Lists	T1-Chapter 3: Developing Lists and Discovering Markets
	Discovering Markets	T1-Chapter 3: Developing Lists and Discovering Markets
5	The Offer	T1-Chapter 4: Planning and creating the value proposition: the offer T2-Chapter 10 : Offer and incentives in direct marketing
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6	Creating Compelling Messages	T1-Chapter 5: Planning and Creating Compelling message strategies
	Direct Marketing Media	T1-Chapter 5: Planning and Creating Compelling message strategies T2-Chapter 11: Direct Marketing Media
7	Direct Marketing Media	T1-Chapter 5: Planning and Creating Compelling message strategies T2-Chapter 11: Direct Marketing Media
	Print Media: Direct Mail, Magazines, Newspapers	T1-Chapter 6: Designing and employing print
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	Mid-term preparatory	
10	Electronic Media: TV, telephone, radio	T1-Chapter 7: Developing and utilizing electronic media
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11	The Internet	T1-Chapter 8: Crafting and applying high tech digital media T2-Chapter 8: The Internet
	The Internet	T1-Chapter 8: Crafting and applying high tech digital media

		T2-Chapter 8: The Internet
12	Social Networks	T2-Chapter 9: Social networks-a new perspective for direct marketing
	Paid search, Mobile	
13	Customer Service & Fulfillment	T1-Chapter 9: Fulfilling the order and Serving the customer
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14	Testing & Research	T1-Chapter 10: Conducting research and utilizing tests to measure performance T2-Chapter 14: Testing, budgeting and research in direct marketing
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15	Global direct marketing	T1-Chapter 12: Exploring and adapting direct marketing strategies around the world
	Applications of direct marketing B2B	T1-Chapter 14: Examining direct marketing applications in a variety of sectors
16	Project Presentations	
17	Project Presentations	
18	Final exam	