



SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

MARK 313

DIRECT MARKETING

2nd Trimester 2005

COURSE OUTLINE

Start date: Monday 4 July 2005

Format: Three hours lecture plus one-hour tutorial each week

Lectures: Monday 11:30 – 12:20 – Room RLWY 501;
Wednesday 10:30 – 12:20 Room RH LT 2

Teaching Staff: James Richard, Lecturer and Course Co-ordinator

Textbook: Tapp, A. (2005). Principles of Direct and Database Marketing (3rd ed.).
London: Prentice Hall.

Additional materials such as Case Studies, Readings, etc. will be made available to Course Participants during the course.

Course Descriptor

This course examines the nature and scope of direct marketing (DM) approaches and develops students' skills in formulating and implementing DM programmes. It will explore the existing and future uses of DM and provide students with a general understanding of the nature and scope of direct marketing and its role within the marketing concept. Themes include database-driven DM, customer acquisition and retention, and customer lifetime valuation.

The course will incorporate lectures, class discussions, cases, text material, on-line material, guest speakers, in-class exercises, assignments, and projects as required.

Materials and equipment

Students are expected to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorials. Students will also require calculators for in-class activities and the MARK 313 final examination.

Course Objectives

On completion of this course, participants will be able to:

- Understand the nature and scope of direct marketing (DM).
- Apply strategically DM approaches to consumer and business-to-business markets.
- Plan and implement DM campaigns, test and analyse results.
- Prepare DM budgets and forecasts.
- Evaluate communications and media strategies in DM.
- Plan customer acquisition and retention programmes.
- Brief and evaluate creative DM work.

Course Assessment

MARK 313 is assessed on the basis of tutorial participation; one individual assignment, one Major Project and presentation, and a Final Examination as outlined below:

1. Tutorial Participation	10%
2. Individual Assignment(s)	25%
3. Written project and presentation	30%
4. Final Examination (2 hours; 10 Oct – 6 Nov exam period)	<u>35%</u>
Total	100%

It is particularly important that you read assigned material before attending each lecture and tutorial. The success of the course itself, as well as the depth of understanding you take away from it, is dependent on your preparation for and participation in each class session.

Participants are expected to spend an average of 12 - 14 hours per week on the various activities associated with MARK 313.

Written reports should be professional and business like, attention will be given to appearance, layout, title page, research done, depth of solution, application of theory, clear style, English usage, structure and references (APA style).

Tutorials

Tutorial times and rooms will be announced in class 13 July and available on Blackboard.

The preparation of tutorial material is an essential part of MARK 313. Each week specific topics and questions will be discussed. Tutorials will consist of discussion, in-class assignments and explanations of material. You will find the detail for each tutorial under *Assignment* on Blackboard. Tutorials will commence in week 3, week beginning 18 July 2005.

Assignments

Individual assignment

Direct marketing assessment. Identify, research and assess a Direct Marketing programme implemented by a New Zealand organisation. Pay particular attention to identifying target markets, product/market match, use of the marketing mix, positioning, CRM, the offer, the media and the creative approach.

Group project

Develop a DM plan (including strategy and creative) for a New Zealand company (or organisation) applying relevant course concepts. The report should be no less than 3,000 words and not exceed 5,000 words (excluding relevant appendices, etc).

Part 1: Project Overview – A brief proposal outline (2 - 5 pages) is due week 8, Wednesday 7 September, outlining the scope of the project, including company description and contact person details (include e-mail address).

Part 2: Direct Marketing Plan – The DM plan should demonstrate the students' ability and capability for developing long term plans in an DM business environment and applying the Direct Marketing concepts learned. In addition the students apply relevant findings, based on in depth primary and secondary research and integrating concepts learned, in order to develop an DM company strategy and plan, taking into consideration interrelated internal and external marketing influences. Each group will present the DM plan and recommendations during the final week of the course.

Due Dates

Individual assessment:

Due Monday 29 August in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date.

Direct Marketing Plan project:

Part 1: Project Overview; preliminary scan: 7 September in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date.

Part 2: Direct Marketing Plan: 3 October in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date.

Late Assignments

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 5% for each day late. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Communication of additional information and Web resources

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 313 Blackboard announcements and/or communicated through e-mail. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>

You will be asked for your SCS username and student ID. Click on the MARK 313 course name under **My Courses**.

Terms Requirements

To obtain terms in MARK 313, students must:

1. Attend six (6) of the eight scheduled tutorials.
2. Submit all of the assigned work on the due dates as outlined in the timetable.
3. Attend the final exam and in accordance with university policy obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

Overall Pass Mark

The overall pass mark will be 50% of the total marks i.e. 50.

General University policies and statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative

Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, the following staff members will either help you directly or quickly put you in contact with someone who can.

Staff	Faculty	Room number
Sue Dover	Student Support Coordinator, FHSS	2 Wai-te-ata Road
Kirstin Harvey	Law	Old Gvt Building room 103
Liz Richardson	Science and Architecture and Design	Cotton Building room 150

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

Problems

Participants wishing to discuss any matters affecting or relating to the course will find me available, at:

Room 1104, Rutherford House,
School of Marketing and International Business
DDI 463-5415,
jim.richard@vuw.ac.nz
FAX 463-5231
Mobile 025 405 485

My office hours are:

Mondays: 1:00 PM – 2:30 PM

Wednesdays: 1:00 PM – 2:30 PM

Other times by appointment

James Richard

Lecturer – Marketing

MARK 313 TIMETABLE (Subject to change)

<u>WEEK</u>	<u>DATE</u>	<u>TOPIC</u>	<u>READING</u>
1	4 July 6 July	Course Introduction and Overview What is Direct Marketing?	Chapter 1
2	11 July 13 July	Direct Marketing databases Case study methodology Direct Marketing foundations	Chapter 2 Chapter 3
3	18 July 20 July	Direct marketing strategies and planning Guest Speaker More about strategies and planning	Chapter 5 Chapter 6
4	25 July 27 July	It's all about Loyalty? The direct marketing offer	Chapter 9
5	1 August 3 August	Relationship marketing Guest Speaker Implementing Relationship Marketing	Chapter 7
6	8 August 10 August	Direct Marketing media Acquisition media	Chapter 10 Chapter 11
MID-TERM BREAK			
7	29 August 31 August	Direct Marketing & the Internet Individual Case Study assignment due Internet media	Chapter 8
8	5 September 7 September	Direct Marketing Lists B2B Direct Marketing DM Strategy project Part 1 due	Chapter 4
9	12 September 14 September	Direct Marketing Creative Guest Speaker Implementing Direct Marketing Creative	Chapter 12
10	19 September 21 September	Direct Marketing Research Direct Marketing Testing	Chapter 13
11	26 September 28 September	Guest Speaker – Issues & ethics Direct Marketing issues & ethics	
12	3 October 5 October	Review DM Strategy project Part 2 due Student Presentations	

END OF TERM

MARK 313 TUTORIAL TIMETABLE (Subject to change)

<u>WEEK OF</u>	<u>TOPIC</u>
1 12 July	NO TUTORIAL
2 19 July	NO TUTORIAL
3 – T1 26 July	Smithfield Foods, Inc.
4 – T2 2 August	Old American Insurance Company
5 – T3 9 August	The Telephone Consumer Protection Act (TCPA)
6 – T4 16 August	Lillian Vernon Corporation National Distribution Center
MID-TERM BREAK	
7 – T5 6 September	GEICO Direct
8 – T6 13 September	Dell Computer Corporation
9 – T7 20 September	A Business-to-Business Database-Driven sales program
10 – T8 27 September	Evaluating Benefits versus Persuasion in Copy
11 4 October	NO TUTORIAL
12 11 October	NO TUTORIAL