

School of Marketing and International Business

MARK 313 DIRECT MARKETING

Trimester 2 2006

COURSE OUTLINE

Contact Details

James Richard – Lecturer and Course Co-ordinator

Room 1104, Rutherford House,

School of Marketing and International Business

DDI 463-5415

FAX 463-5231

Mobile 0274 405 485

james.richard@vuw.ac.nz

My office hours are:

Wednesdays 9:30 AM – 11:00 AM

Fridays: 11:30 AM – 1:00 PM

Other times by appointment

Class Times and Room Numbers

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

Lectures: Tuesday, 4:40 to 5:30 PM – Government Building – LT4

Fridays, 9:30 to 11:20 AM – Government Building – LT4

Tutorials: Tuesday 2:40 – 3:30 Room TBD

Tuesday 3:40 – 4:30 Room TBD

Friday 11:30 – 12:20 Room TBD

Friday 12:40 – 1:30 Room TBD

Rooms to be confirmed and finalised during the first week of class. Each student needs to sign up, in class or on Blackboard, for one tutorial time. Tentative times are:

Tutorials will commence in week 3, 24 July 2006.

Final exam: A two-hour exam will be held during the 16 October – 11 November exam period.

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 Content

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.

Expected Workload

Participants are expected to spend an average of 12 – 14 hours per week on the various activities associated with MARK 313. These activities are broken down as follows:

Class attendance	3 hours per week
Tutorial attendance	1 hour per week, starting week 3, ending week 11
Reading and reviewing	3 - 4 hours per week
Assignments and group meetings	5 - 7 hours per week

Group Work

Group work is a significant component of the course. Participants are expected to spend an average of 4 hours per week on the group assignment activities outside the scheduled class time. Each student is expected to contribute equally to the group work and will be assessed as part of the group.

Readings

Required text:

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

This text can be purchased from the University Bookshop.

Recommended reading:

Thomas, B., & Housden, M. (2002). *Direct Marketing in Practice*. Oxford: Butterworth- Heinemann.

Additional materials such as case studies, readings, etc. will be made available to course participants and listed on Blackboard during the course.

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.

Assessment Requirements

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:

Tutorial Participation	10%
Individual Assignment(s)	25%
Written project and presentation	30%
Final Examination (2 hours; 16 Oct – 11 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.

Tutorials: Tutorial times and rooms will be announced in class 11 July and can also be found on Blackboard. The preparation of tutorial material is an essential part of MARK 313. Each week specific topics and questions will be discussed. As part of the tutorial preparation each group must find a DM piece pertaining to the weekly tutorial topic and come prepared to analyse and discuss the relevant elements of the DM piece during the tutorial.

Tutorials will consist of discussion, in-class assignments and explanations of material. Tutorials will commence in week 3, beginning 24 July 2006. You will find the detail for each tutorial under *Assignment/Weekly Tutorial Assignments* on Blackboard.

Individual assignment: Due Friday 18 August in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

The objective of the Direct Marketing assessment is to better develop your understanding of Direct Marketing approaches and campaigns, as well as evaluate DM communications and media strategies. You are to 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- 3 pages) is due week 8, Friday 15 September, in class or Box 3 Mezzanine Floor, Rutherford House by 5PM. The proposal should outline the scope of the project, what you plan to do, and what you see as the initial issues you will address. Include a brief company description and company contact person details (include e-mail address). No marks are assigned to this outline.

MARK 313 TIMETABLE (Subject to change)

W = Week; S = Session; Group = Group presentation

<u>W</u>	<u>S</u>	<u>DATE</u>	<u>TOPIC</u>	<u>READING</u>
1	1	11 July	Course Introduction and Overview	
	2	14 July	What is Direct Marketing?	Chapter 1
2	3	18 July	Direct Marketing databases Case study methodology	Chapter 2
	4	21 July	Direct Marketing foundations	Chapter 3
3	5	25 July	Direct marketing strategies and planning	Chapter 5
	6	28 July	More about strategies and planning Guest Speaker	Chapter 6
4	7	1 August	It's all about Loyalty?	
	8	4 August	The direct marketing offer	Chapter 9
5	9	8 August	Relationship marketing	Chapter 7
	10	11 August	Implementing Relationship Marketing Guest Speaker	
6	11	15 August	Direct Marketing media	Chapter 10
	12	18 August	Acquisition media Individual Case Study assignment due	Chapter 11
MID-TERM BREAK				
7	13	5 Sept	Direct Marketing & the Internet	Chapter 8
	14	8 Sept	Internet media	
8	15	12 Sept	Direct Marketing Lists	Chapter 4
	16	15 Sept	B2B Direct Marketing DM Strategy project Part 1 due	
9	17	19 Sept	Direct Marketing Creative	Chapter 12
	18	22 Sept	Implementing Direct Marketing Creative Guest Speaker	
10	19	26 Sept	Direct Marketing Research	Chapter 13
	20	29 Sept	Direct Marketing Testing	
11	21	3 Oct	Guest Speaker – Issues & ethics	
	22	6 Oct	Direct Marketing issues & ethics	
12	23	10 Oct	Review DM Strategy project Part 2 due	
	24	13 Oct	Student Presentations to DM practitioners	

END OF TERM

MARK 313 TUTORIAL TIMETABLE (Subject to change)

	<u>WEEK OF</u>	<u>TOPIC</u>
1	10 July	NO TUTORIAL
2	17 July	NO TUTORIAL
3 – T1	24 July	CS: Smithfield Foods, Inc. Obtaining customer data
4 – T2	31 July	CS: Old American Insurance Company Effective offers
5 – T3	7 Aug	CS: The Telephone Consumer Protection Act (TCPA) Ethics and legal issues
6 – T4	14 Aug	CS: Lillian Vernon Corporation National Distribution Center Personalisation
MID-TERM BREAK		
7 – T5	4 Sept	CS: GEICO Direct Different media
8 – T6	11 Sept	CS: Dell Computer Corporation Internet offers
9 – T7	18 Sept	CS: A Business-to-Business Database-Driven sales program B2B offers
10 – T8	25 Sept	CS: Evaluating Benefits versus Persuasion in Copy Creative
11	2 Oct	NO TUTORIAL
12	9 Oct	NO TUTORIAL

Part 2: Direct Marketing Plan – The final report is due 10 October in class or Box 3 Mezzanine Floor, Rutherford House by 5PM. The DM plan should demonstrate the students' ability and capability for developing long term plans in a 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 in class during the final week of the course. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

A general Direct Marketing plan outline is available on Blackboard: *Course Resources/DM outline - example*.

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). You may want to refer to Blackboard for an overview of the referencing requirements: *Course Materials/Referencing in written material*.

Penalties

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 or family bereavement), participants should discuss waiver of the penalty with the course co-ordinator.

Mandatory Course 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.

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

Communication of Additional Information

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**.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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 is available for the following:

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

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your

individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997
Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842
Email: Faafoi.Seiuli@vuw.ac.nz