

School of Marketing and International Business

MARK 313 DIRECT MARKETING

Trimester 2 2007

COURSE OUTLINE

Contact Details

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School of Marketing and International Business

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My office hours are:

Tuesdays 10:30 am – 11:30 am

Thursdays: 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, 9:30 to 10:20 am – Rutherford House – LT3

Thursday, 9:30 to 11:20 am – Rutherford House – LT3

Tutorial rooms and times to be confirmed and finalised during the first week of class.

Each student needs to sign up for one tutorial time. Tentative times are:

Tutorials:	Tuesday	10:30 am – 11:20 am	Room RWW129
	Tuesday	11:30 am – 12:20 pm	Room RWW129
	Thursday	11:30 am – 12:20 pm	Room RWW415
	Thursday	12:40 pm – 1:30 pm	Room RWW415

Tutorials commence in week 3.

Final examination: A two-hour examination will be held during the 15 October – 11 November examination 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. Preparation outside of class time for the group presentation is expected to take no more than 2 hours per week. The group will be assessed based on the final document as well as on individual presentation of the material during the presentation. Each individual is expected to contribute equally to the final outcome.

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 group project, presentation, and a final examination as outlined below:

Tutorial Participation	10%
Individual Assignment (due 16 August by 5pm)	25%
DM written report (due 9 October by 5pm)	15%
DM Presentation (11 October)	10%
Final Examination (2 hours; 15 Oct – 11 Nov examination period)	<u>40%</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 the first week of class 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. You will find the detail for each tutorial under *Assignment/Weekly Tutorial Assignments* on Blackboard.

Individual assignment: Due in class or Box 3 Mezzanine Floor, Rutherford House by 5:00pm on due date, an electronic copy must also be submitted. 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 in class or Box 3 Mezzanine Floor, Rutherford House by 5:00pm. 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

<u>W</u>	<u>S</u>	<u>DATE</u>	<u>TOPIC</u>	<u>READING</u>
1	1	10 July	Course Introduction and Overview	
	2	12 July	What is Direct Marketing?	Chapter 1
2	3	17 July	Direct Marketing databases Case study methodology	Chapter 2
	4	19 July	Direct Marketing foundations	Chapter 3
3	5	24 July	Direct marketing strategies and planning	Chapter 5
	6	26 July	More about strategies and planning Guest Speaker	Chapter 6
4	7	31 July	It's all about Loyalty?	
	8	2 August	The direct marketing offer	Chapter 9
5	9	7 August	Relationship marketing	Chapter 7
	10	9 August	Implementing Relationship Marketing Guest Speaker	
6	11	14 August	Direct Marketing media	Chapter 10
	12	16 August	Acquisition media Individual Case Study assignment due MID-TRIMESTER BREAK	Chapter 11
7	13	4 Sept	Direct Marketing & the Internet	Chapter 8
	14	6 Sept	Internet media	
8	15	11 Sept	Direct Marketing Lists	Chapter 4
	16	13 Sept	B2B Direct Marketing DM Strategy project Part 1 due	
9	17	18 Sept	Direct Marketing Creative	Chapter 12
	18	20 Sept	Implementing Direct Marketing Creative Guest Speaker	
10	19	25 Sept	Direct Marketing Research	Chapter 13
	20	27 Sept	Direct Marketing Testing	
11	21	2 Oct	Guest Speaker – Issues & ethics	
	22	4 Oct	Direct Marketing issues & ethics	
12	23	9 Oct	Review DM Strategy project Part 2 due	
	24	11 Oct	Student Presentations to DM practitioners END OF TRIMESTER	

MARK 313 TUTORIAL TIMETABLE (Subject to change)

<u>WEEK OF</u>	<u>TOPIC</u>
1	9 July NO TUTORIAL
2	16 July NO TUTORIAL
3 – T1	23 July CS: Smithfield Foods, Inc. Obtaining customer data
4 – T2	30 July CS: Old American Insurance Company Effective offers
5 – T3	6 Aug CS: The Telephone Consumer Protection Act (TCPA) Ethics and legal issues
6 – T4	13 Aug CS: Lillian Vernon Corporation National Distribution Center Personalisation
MID-TRIMESTER BREAK	
7 – T5	3 Sept CS: GEICO Direct Different media
8 – T6	10 Sept CS: Dell Computer Corporation Internet offers CS: A Business-to-Business Database-Driven sales program B2B offers
9 – T7	17 Sept CS: Evaluating Benefits versus Persuasion in Copy Creative
10	24 Sept NO TUTORIAL
11	1 Oct NO TUTORIAL
12	8 Oct NO TUTORIAL

Part 2: Direct Marketing Plan – The final report is due in class or Box 3 Mezzanine Floor, Rutherford House by 5:00pm on the due date, an electronic copy must also be submitted. 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 a 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*.

Presentations must be professional and business-like, brief and to the point. Students may be questioned and graded on their understanding of the overall DM plan and / or any aspect of the DM plan.

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 five (5) of the seven scheduled tutorials.
2. Submit all of the assigned work.
3. Attend the final examination and 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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support
- Notice of Turnitin Use

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.