

School of Marketing and International Business

## **MARK 313 Direct Marketing**

Trimester Two 2008

### **COURSE OUTLINE**

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#### **Names and Contact Details**

James Richard – Lecturer and Course Co-ordinator

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My office hours are:

Tuesdays 10:30 am – 12:30 am

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#### **Trimester Dates**

Monday 7 July to Saturday 8 November 2008

#### **Class Times and Room Numbers**

**Format:** Three hours lecture each week plus one-hour tutorial for seven weeks

**Lectures:** Tuesday, 08:30 to 9:20 am – Rutherford House – LT3

Friday, 8:30 to 10:20 am – Rutherford House – LT3

**Tutorial rooms and times to be confirmed and finalised during the first week of class and can be found on Blackboard. Each student needs to sign up for one tutorial time on S-CUBED - Tutorial & Workshop Signup System. Tentative times are:**

<b>Tutorials:</b>	Tuesday	09:30 am – 10:20 am	Room TBD
	Tuesday	10:30 am – 11:20 pm	Room TBD
	Friday	10:30 am – 11:20 am	Room TBD
	Friday	11:30 am – 12:20 pm	Room TBD

Tutorials commence in week 3.

## 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.

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

**MARK 313 TUTORIAL TIMETABLE** (Subject to change)

	<b><u>WEEK OF</u></b>	<b><u>TOPIC</u></b>
1	7 July	NO TUTORIAL
2	14 July	NO TUTORIAL
3 – T1	21 July	CS: Smithfield Foods, Inc.   Obtaining customer data
4 – T2	28 July	CS: Old American Insurance Company   Effective offers
5 – T3	4 Aug	CS: The Telephone Consumer Protection Act (TCPA)   Ethics and legal issues
6 – T4	11 Aug	CS: Lillian Vernon Corporation National Distribution Center   Personalisation

**MID-TRIMESTER BREAK**

7 – T5	1 Sept	CS: GEICO Direct   Different media
8 – T6	8 Sept	CS: Dell Computer Corporation   Internet offers
9 – T7	15 Sept	CS: A Business-to-Business Database-Driven sales program  B2B offers CS: Evaluating Benefits versus Persuasion in Copy   Creative
10	22 Sept	NO TUTORIAL
11	29 Sep	NO TUTORIAL
12	6 Oct	NO TUTORIAL

**Course Objectives**

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

- Define and understand direct marketing (DM) terms and concepts (in-class activities, DM project and final examination).
- Explore, recognise and communicate how Direct Marketing can be used to provide added value to marketing (Weekly assignment, tutorials, Group presentation).
- Evaluate communications and media strategies in DM (Direct Marketing project and in-class activities)
- Understand and explain how a Direct Marketing strategy fits into an organisation's overall marketing framework (Direct Marketing project, Group presentation).
- Demonstrate a working knowledge and understanding of Direct Marketing concepts, implementation issues and Internet Marketing strategy development (Direct Marketing project and final examination).
- Understand, evaluate and create a DM strategy and plan (Direct Marketing project).

**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 - 6 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 presentation. Each individual is expected to contribute equally to the final presentation.

## Readings

### Required text:

Tapp, A. (2005). *Principles of Direct and Database Marketing* (3<sup>rd</sup> 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 Weekly Assignment (best 6 x 5% each)	30%
Individual DM written report (due 3 October by 4pm)	20%
DM group presentation (10 October)	10%
Final Examination (3 hours)	<u>30%</u>
<b>Total</b>	<b>100%</b>

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.

Students with examinations are obliged to be present at university until the end of the examination period. Examination dates for trimester two: Friday 17 October to Saturday 8 November 2008.

**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.

**Weekly Assignments:** Each week a key question, quiz or activity will be assigned in class which will require a one page submission. A minimum of six weekly assignments are required to be submitted over the term of the course worth 5 % each.

**DM project:** Develop a DM plan (including strategy and creative) for a New Zealand company (or organisation) applying relevant course concepts. The report should be approximately 3,000 words (excluding relevant appendices, etc).

**Part 1: Group Project Overview** – A brief proposal **outline** (no more than 1,000 words; 2- 3 pages) is due week 6 in class or Box 3 Mezzanine Floor, Rutherford House by 4:00pm. 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.

**Part 2: Individual Direct Marketing Plan** – The final report is due in class or Box 3 Mezzanine Floor, Rutherford House by 4:00pm on the due date, an electronic copy must also be submitted. The DM plan should demonstrate the student's 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 integrating marketing concepts learned, in order to design a DM company strategy and plan, taking into consideration interrelated internal and external marketing influences. Each group will present a final group DM plan in class during the final week of the course based on a synthesis of the individual reports and recommendations. 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, including a minimum of six weekly assignments.
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 on the ground floor (EA005). This counter is the first point of contact for:

- 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.

### **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **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.victoria.ac.nz/home/about/policy/students.aspx](http://www.victoria.ac.nz/home/about/policy/students.aspx)

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

## 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 students or staff.*

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

*Note: including the work of others will not be considered plagiarism as long as the work 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:

[www.victoria.ac.nz/home/studying/plagiarism.html](http://www.victoria.ac.nz/home/studying/plagiarism.html)

## 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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.