

School of Marketing and International Business

## **MARK313 DIRECT MARKETING**

Trimester Two 2009

### **COURSE OUTLINE**

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

Dr. James Richard – Lecturer and Course Co-ordinator

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School of Marketing and International Business

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My office hours are:

Tuesdays 12:30 pm – 1:30 pm

Other times by appointment

#### **Trimester Dates**

**Teaching Period:** Monday 13 July to Friday 16 October 2009

**End of Year Study Period:** Monday 19 October to Monday 26 October 2009

**Examination Period:** Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

**Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.**

**Withdrawal dates:** Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

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

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

**Lectures:** Tuesday, 11:30 to 12:20 am – Rutherford House – LT3

Thursday, 11:30 to 1:20 pm – 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	12:40am – 1:30 pm	Room RWW414
	Tuesday	1:40am – 2:30 pm	Room RWW128
	Thursday	10:30am – 11:20am	Room RWW315

Tutorials commence in week 3, 27 July 2009.

## 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.

### 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	14 July	Course Introduction and Overview	
	2	16 July	What is Direct Marketing?	Chapter 1
2	3	21 July	Direct Marketing databases Case study methodology	Chapter 2
	4	23 July	Direct Marketing foundations	Chapter 3
3	5	28 July	Direct marketing strategies and planning	Chapter 5
	6	30 July	More about strategies and planning <b>Guest Speaker – DM strategies &amp; planning</b>	Chapter 6
4	7	4 August	It's all about Loyalty?	
	8	6 August	The direct marketing offer	Chapter 10
5	9	11 August	Relationship marketing	Chapter 7
	10	13 August	Implementing Relationship Marketing <b>Guest Speaker – Customer relationships</b>	
6	11	18 August	Direct Marketing media	Chapter 11
	12	20 August	Acquisition media <b>DM Strategy project Part 1 due</b>	Chapter 12
<b><i>MID-TRIMESTER BREAK</i></b>				
7	13	8 Sept	Direct Marketing & the Internet	Chapter 8
	14	10 Sept	Internet media	Chapter 9
8	15	15 Sept	Direct Marketing lists	Chapter 4
	16	17 Sept	B2B Direct Marketing	
9	17	22 Sept	Direct Marketing creative	Chapter 13
	18	24 Sept	<b>Guest Speaker – Creative DM</b>	
10	19	29 Sept	Direct Marketing research	Chapter 14
	20	1 Oct	Direct Marketing testing	
11	21	6 Oct	Direct Marketing issues & ethics	
	22	8 Oct	<b>Guest Speaker – DM in practice</b> <b>DM Strategy project Part 2 due</b>	
12	23	13 Oct	Review	
	24	15 Oct	<b>Student Presentations to DM practitioners</b> 11:00am – 2:00pm <b>END OF TRIMESTER</b>	

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

	<b><u>WEEK OF</u></b>	<b><u>TOPIC</u></b>
1	13 July	NO TUTORIAL
2	20 July	NO TUTORIAL
3 – T1	27 July	CS: Smithfield Foods, Inc.   Obtaining customer data
4 – T2	3 Aug	CS: Old American Insurance Company   Effective offers
5 – T3	10 Aug	CS: The Telephone Consumer Protection Act (TCPA)   Ethics and legal issues
6 – T4	17 Aug	CS: Lillian Vernon Corporation National Distribution Center   Personalisation
<b>MID-TRIMESTER BREAK</b>		
7 – T5	7 Sept	CS: GEICO Direct   Different media
8 – T6	14 Sept	CS: Dell Computer Corporation   Internet offers
9 – T7	21 Sept	CS: A Business-to-Business Database-Driven sales program  B2B offers CS: Evaluating Benefits versus Persuasion in Copy   Creative
10	28 Sept	NO TUTORIAL
11	5 Oct	NO TUTORIAL
12	12 Oct	NO TUTORIAL

### **Course Learning Objectives**

By the end of this course, students should be able to:

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

### **Course Delivery**

The course will incorporate lectures, class discussions, cases, text material, on-line material, guest speakers, in-class exercises, assignments, and projects as required. Students are expected to attend all tutorials, classes and lectures. Lectures will consist of presented material and class discussion. Tutorials will focus on student discussion of the tutorial material.

### **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. (2008). *Principles of Direct and Database Marketing: A digital orientation* (4<sup>th</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:

Assessment	LOs		Due Date
Tutorial participation	1, 2	10%	Ongoing
Individual weekly assignment (best 6 x 5% each)	1, 2, 3	30%	Random – in class
Individual DM written report	1, 3, 4, 5, 6	20%	8 October by 4:00pm
DM group presentation	2, 4	10%	15 October by 4:00pm
Final Examination (2 hours)	1, 5	30%	27 Oct – 14 Nov
<b>Total</b>		<b>100%</b>	

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

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 23 October to Saturday 14 November 2009.

**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:** Students will work together in groups to develop a DM plan (including strategy and creative) for a New Zealand company (or organisation) applying relevant course concepts. Each individual report should be approximately 3,000 words (excluding relevant appendices, etc).

Part 1: Group Project Overview – A brief group 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 group 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 individual 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. Students should plan to work with their respective group members, but will submit individual reports to be graded.

Students are expected to apply relevant findings, based on primary and secondary research and integrating 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 Assessment/Evaluation Forms*.

A general Direct Marketing plan outline is available on Blackboard: *Support Material/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: *Support Material/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.

**Please note that the presentation will represent 10% of your total mark.**

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

## **Examinations**

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

## **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 meet mandatory course requirements 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

## **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**.

## **Use of Turnitin (if applicable)**

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

**For the following important information follow the links provided:**

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)