

School of Marketing and International Business

MARK313 DIRECT MARKETING

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Dr. James Richard – Lecturer and Course Co-ordinator

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My office hours are:

Tuesdays 9:30 am – 11:30 am

Other times by appointment

Trimester Dates

Teaching Period: Monday 12th July – Friday 15th October 2010

Study Period: Monday 18th October – Thursday 21st October 2010

Examination Period: Friday 22nd October – Saturday 13th November 2010 (inclusive)

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**.

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

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

Lectures: Tuesday, 8:30 to 9:20 am – Rutherford House – LT3

Thursday, 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:

Tutorials: Thursday 12:40 pm – 1:30 pm Room RWW313

Thursday 1:40 pm – 2:30 pm Room RWW313

Tutorials commence in week 3, 26 July 2010.

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)

SESSION	TOPIC	READING
1	13 July	Course Introduction and Overview
	15 July	What is Direct Marketing?
2	20 July	Chapter 1
	22 July	Chapter 2
3	27 July	Chapter 3
	29 July	Guest Speaker – DM strategies & planning
4	3 August	Chapter 5
	5 August	Chapter 6
5	10 August	It's all about Loyalty?
	12 August	The direct marketing offer
6	17 August	Chapter 10
	19 August	Chapter 7
7	7 Sept	Relationship marketing
	9 Sept	Guest Speaker – Customer relationships
8	14 Sept	Chapter 11
	16 Sept	Chapter 12
DM Strategy project Part 1 due in class		
MID-TRIMESTER BREAK		
9	21 Sept	Direct Marketing & the Internet
	23 Sept	Internet media
10	28 Sept	Chapter 8
	30 Sept	Chapter 9
11	5 Oct	Chapter 4
	7 Oct	B2B Direct Marketing
12	12 Oct	Direct Marketing creative
	14 Oct	Guest Speaker – Creative DM
13	28 Sept	Chapter 13
	30 Sept	Chapter 14
14	5 Oct	Direct Marketing research
	7 Oct	Direct Marketing testing
15	12 Oct	Direct Marketing issues & ethics
	14 Oct	Guest Speaker – DM in practice
DM Strategy project Part 2 due		
16	12 Oct	Review
	14 Oct	Student Presentations to DM practitioners
8:30am – 12:00pm NZ Post Board Room		
END OF TRIMESTER		

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 9
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* (4th 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 (max 3,000 words)	1, 3, 4, 5, 6	20%	7 October in class
DM group presentation (15 minutes per group)	2, 4	10%	14 October
Final Examination (2 hours)	1, 5	30%	22 Oct – 13 Nov
Total		100%	

The overall pass mark for the course 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.

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

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period:

Friday 22nd October – Saturday 13th November 2010 (inclusive).

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.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/