

**SCHOOL FOR NEW LEARNING
DEPAUL UNIVERSITY**

**FA 236 DIRECT MARKETING METHODS
December 2009**

I General Information

Faculty: Pam Wright
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Location: O'Hare Campus

Dates/Times: 12/1, 12/3, 12/8, 12/10, 12/15
6:30-9:30pm

Credit Hours: 2

II. Description of Course and Faculty Biographical Sketch

Direct marketing is more than its traditional medium of direct mail--it encompasses a multiplicity of media from newspapers, magazines, television, and telemarketing to the fast growing medium of e-mail. Books, clothing, credit cards, online trading accounts, home computers--almost anything can and is being sold direct.

Direct response advertising, unlike general advertising, calls for an immediate action by the consumer and produces measurable, accountable results.

Pam Wright is an independent marketing consultant with extensive experience in the field. She was formerly a marketing manager for Sears Direct Response division and an account supervisor for a direct response advertising agency. She has an M.B.A. degree and has also taught at Western Illinois University.

III. Competence

F-X Understands concepts, terminology, and techniques unique to direct marketing
This competence emphasizes what makes a direct marketing advertisement work

Or

H-2-G Can evaluate the role and impact of mass media or information technology on society
This competence emphasizes how direct marketing impacts culture, business practices and/or consumers.

IV. Learning Experience

- Lecture and class discussion
- Assigned readings from the text: *Successful Direct Marketing Methods*, Bob Stone/Ron Jacobs, 8th edition, McGraw-Hill
- Various group activities including a group case that will be progressively studied each class date
- Class attendance is important. Students missing more than one of the 5 class sessions will not have met the requirements for a passing grade. For missed class, please get the notes from another student.
- Mini-project: will differ according to competence, see Section VI below

V. Outcomes

All students will have gain an overall understanding of direct marketing strategies and successful techniques. F-X students will apply this learning to analyzing a specific advertisement. H-2-G students will research and discuss the societal implications of some aspect of direct marketing.

VI. Evidence the Students Will Submit

% of Grade

A. Mini-project 55%

For F-X competence:

- Critique an existing direct response advertisement or create your own and give the rationale for strategies used

For H-2-G competence

- Critically analyze the role and impacts of a direct response medium such as telemarketing or e-mail on business practices and consumers in the United States

Specifics for both F-X and H-2-G

- General outlines for expected content will be provided by instructor in separate hand-out
- Submit written analysis
- Make brief, informal presentation to class
- Due week #5, 4-5 typed double spaced pages
- Must include ad with the paper (F-X only)
- 3 sources of information (H-2-G only)
- To have your paper returned to you, provide a stamped, self-addressed envelope

B. Group Case

- Applications of direct response techniques to make recommendations for action 15%
- Will hand in group notes and make presentation

-Students will participate in grading by evaluating contributions of fellow group members

C. Class Participation 15%

-Students are expected to participate in class discussion; bringing ad samples to class is welcomed

D. Quiz 15%

-Covers key terminology, concepts, principles of “what works”

Total 100%

VII. Criteria for Assessment

Specific Assessment Criteria:

- *Thorough coverage of relevant points (separate handout)
- *Correct application of direct response concepts and terminology
- *Degree of difficulty and the work involved
- *Ideas and support for critiques, opinions and recommendations
- *Clarity in communicating the above in written and verbal presentations

Written Work Will be Evaluated As Follows:

A= designates work of high quality; reflects thorough and comprehensive understanding of the issues at hand; reflects a clearly identifiable thesis and argument that demonstrates cogent and creative development and support of idea.

B= designates work of good quality; reflects clearly organized and comprehensive understanding of issues at hand; presents substantive thesis and argument with evident development and support of ideas.

C= designates work which minimally meets requirements set forward in assignment; reflects some organization and development of ideas but develops argument in superficial or simplistic manner; may only address part of the assignment or be otherwise incomplete.

D= designates work of poor quality which does not meet minimum requirements set forth in the assignment; demonstrates poor organization of ideas and/or inattention to development of ideas, grammar, and spelling; treatment of material is superficial and/or simplistic; may indicate that student has not done reading assignments thoroughly.

Writing help: For help with organizing your ideas, grammar, citing sources, avoiding plagiarism, sample SNL assignments and much more see the [Writing Guide for SNL Students](http://snl.depaul.edu/writing/index.html) at <http://snl.depaul.edu/writing/index.html>. For on campus and online tutoring, see the Depaul University Writing Centers at <http://condor.depaul.edu/~writing>

Per DePaul policies and guidelines:

Instructor will uphold guidelines on academic integrity found in the student handbook regarding cheating, plagiarism, etc.

All students must be registered and listed on the class roster by the beginning of the second week of the term. Students not on the roster by this time cannot stay in the class under any circumstances.

Policy on incomplete grades: A student who wishes to receive an “incomplete” must request it in writing before the last class. Instructor has the right to accept or deny request. If accepted, a contract must be completed and signed indicating outstanding work and last acceptable date for submission. Students that do not formally request an “incomplete” per above and do not submit all required class work will be given an “F”. Students contracting for an incomplete that do not meet contracted deadline, will have incomplete grade automatically changed to an “F”.

Students who need to withdraw from the course must do so by the end of the second week of the quarter. After that point is reached, 100% tuition is charged.

VIII. Class Schedule

Week	Date	Text	Topic
1	12/1	1, 5	The Scope of Direct Marketing The Offer
2	12/3	3,4,18,13	Direct Mail: lists, formats, creative
3	12/8	6,10,11, 20, p.553-560	Print advertising and testing
4	12/10	12	Direct Response TV, Quiz
5	12/15	16	E-mail Marketing & Projects due/brief presentations

Note: If your job/company, mini-project or interests include the following, see these additional chapters:

Business to Business	#8,9
Telmarketing	#14
Catalog marketing	#19