

# MKTG A142: DIRECT MARKETING

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	050900 - Marketing and Distribution
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

Selling to consumers by mail, catalogs, telemarketing, consumer publications, broadcast media, and business-to-business direct marketing. Includes planning, segmentation, budgeting, creating the message, and the legal environment. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create a standard direct mail package for a product, service or business using geographic, demographic, psychographic and lifestyle segmentation to target a specific audience with an offer.
2. Write a direct response radio spot, a telemarketing script, a print ad and an email offer functioning as a member of a team.

## Course Objectives

- 1. Define objectives for direct mail campaigns.
- 2. Identify appropriate target customers.
- 3. Write effective sales copy.
- 4. Appraise different persuasive techniques.
- 5. Plan the details of an effective campaign and evaluate the results.
- 6. Identify appropriate databases for targeting specific audiences
- 7. Write copy for print, radio, telemarketing and internet
- 8. Critically evaluate the ethics of persuasion

## Lecture Content

Mail order—an overview. Finding the right appeal. The “Offer”. How to write persuasive copy. Layout and art. Incentives, testimonials and guarantees. Direct mail: Follow-ups and list selection. How to write a letter that gets attention. Brochures and other inserts. Media selection: TV, radio, print. Testing ads, offers and media. How the post office works. Laws, regulations and restrictions. Direct marketing databases. Direct response media. Mail order catalogs. The Internet. The direct marketing plan. Database management. Message design. Ethics in direct marketing. Direct marketing decisions. Pricing. Media and channels.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Instructional methodologies include lecture and application of ideas, demonstration of various appliances to copyrighting, team projects, and group presentations.

## Reading Assignments

Assigned reading from the text.

## Writing Assignments

Written homework assignments applying marketing skills. Written in-class exercises. Accountability for applying the principles taught through skill assessment.

## Out-of-class Assignments

Written homework assignments from the text. Evaluations of case studies, and final project research.

## Demonstration of Critical Thinking

Term project, examinations, regularly assigned homework, and group projects.

## Required Writing, Problem Solving, Skills Demonstration

Written homework assignments applying marketing skills. Written in-class exercises. Accountability for applying the principles taught through skill assessment.

## Textbooks Resources

1. Required Spiller, Lisa and Baier, Martin. . Contemporary, Direct, and Interactive Marketing , 3rd ed. Pearson Prentice Hall, 2012 Rationale: -