

To Grad School  
11/14/13

LSC Use Only Proposal No: LSC Action-Date:	UWUCC Use Only Proposal No: 13-09 UWUCC Action-Date: AP-11/12/13	Senate Action Date: AP-12/3/13
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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Krish Krishnan	Email Address krishnan@iup.edu
Proposing Department/Unit Marketing	Phone 724-357-2522

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course     
  Course Prefix Change     
  Course Deletion  
 Course Revision     
  Course Number and/or Title Change     
  Catalog Description Change

Current course prefix, number and full title: MKTG 440 Direct Marketing

Proposed course prefix, number and full title, if changing: MKTG 440-540 Direct Marketing

2. Liberal Studies Course Designations, as appropriate  
This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills   
  Knowledge Area   
  Global and Multicultural Awareness   
  Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies - must meet at least one)

Global Citizenship     
  Information Literacy     
  Oral Communication  
 Quantitative Reasoning     
  Scientific Literacy     
  Technological Literacy

3. Other Designations, as appropriate

Honors College Course     
  Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change     
  Program Revision     
  Program Title Change     
  New Track  
 New Degree Program     
  New Minor Program     
  Liberal Studies Requirement Changes     
  Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10/3/13
Department Chairperson(s)		10/3/13
College Curriculum Committee Chair		10/3/13
College Dean		10/3/13
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	Gail Schuchert	11/13/13

Received  
NOV 13 2013  
Liberal Studies

Received  
NOV 7 2013  
Liberal Studies

## **Syllabus of Record**

### **I. Catalog Description**

MKTG 440/540 Direct Marketing                      3 class hours/0 lab hours/3 credits (3c-0l-3cr)

Pre-requisites: MKTG 320 (for undergraduate students) or MKTG 603 (for MBA students)

Introduces students to the role and nature of Direct Marketing including its current theory and practice. Topics include designing and implementing Direct Mail marketing, Telemarketing, Catalog Marketing, E-mail Marketing and Web/Internet based direct marketing for consumer and industrial markets. Case studies and applications will be utilized. Social, public policy and legal issues in direct marketing will also be explored.

### **II. Course Outcomes:**

Students will be able to:

1. Demonstrate how to create a Direct Marketing campaign using multiple media (Mail, E-mail, TV, Print and Web/Internet).
2. Describe and apply basic data analysis for direct marketing, including basic performance measurement techniques, customer value modeling using Recency/Frequency/Monetary (RFM), customer profiling and Customer Relations Management (CRM).
3. Analyze, discuss, present and make recommendations in cases involving different direct marketing scenarios.
4. Combine direct marketing methods with other elements of the promotions mix to produce integrated marketing communications strategies.
5. Understand the global/legal/ethical and public policy dimensions of direct marketing.

In addition to the above, MKTG 540 Graduate Students will be able to:

6. Demonstrate knowledge of current theoretical and applied research in the field of "Direct and Interactive Marketing".
7. Collaboratively develop and present a direct marketing plan for a company, applying concepts and techniques covered in the class.

### **III. Course Outline**

- A. Examining the Processes and Applications of Direct and Interactive Marketing (3 hours)
- B. Building Databases, Rewarding Customers, and Managing Relationships (3 hours)
- C. Determining Lists and Segmenting Markets (3 hours)
- D. Measurement and Testing in Direct Marketing Campaigns (3 hours)  
Test#1 (1.5 hours)
- E. Planning and Creating a Value Proposition: The Offer (3 hours)
- F. Planning and Creating Compelling Message Strategies (3 hours)
- G. Designing and Employing Print Media (3 hours)
- H. Utilizing Television, Radio and Digital Video in Direct Marketing (3 hours)  
Test#2 (1.5 hours)

- I. Using Mobile, Text and Telephone in Direct Marketing (3 hours)
- J. Utilizing Current Digital and Social Media (3 hours)
- K. Fulfilling the Offer and Customer Service dimensions (3 hours)
- L. Direct Marketing - Environmental, Legal, Ethical and Social issues (3 hours)
- M. Exploring and Adapting Direct and Interactive Marketing to Global Markets (3 hours)
- Final Exam – During Final Examination Week (2 hours)

#### **IV. Evaluation Methods**

##### For Undergraduate Students:

Two tests during the semester 40%

Final Examination 30%

Three assignments/written case studies (in groups of two) 30%

##### For Graduate Students:

Two tests during the semester 30%

Final Examination 20%

Three assignments/written case studies (in groups of two) 20%

Synthesis paper of current research in a selected area of Direct Marketing 15%

Direct Marketing Plan 15%

[Direct Marketing Plan - Graduate students (in groups of two) will prepare a complete direct marketing plan for a company/organization. For example – Prepare a direct marketing plan to recruit new students for the Executive MBA Program of IUP.]

#### **V. Grading Scale**

Grades will be assigned as follows:

Undergraduate: A: 90%+, B: 80%-89%, C: 70%-79%, D: 60-69%; F: Below 60%.

Graduate: A: 90%+, B: 80% - 89%, C: 70%-79%, F: Below 70%

#### **VI. Attendance Policy**

The University expects all students to attend classes. The attendance policy for this course will be consistent with the Undergraduate Course Attendance Policy in the IUP Undergraduate Catalog.

#### **VII. Required Text Book & Supplemental Materials**

1. Lisa Spiller and Martin Baier (2012), *Contemporary Direct and Interactive Marketing*, 3<sup>rd</sup> edition, Chicago: RACOM Communications.
2. A collection of recent Direct Marketing Articles and Cases will be made available on the course website.

#### **VIII. Special Resource Requirements**

Students are expected to have access to a computer with high speed internet access to view online video cases and multimedia case studies.

MKTG 440/540 Direct Marketing  
Course Revision to Establish Dual-Level Course

**Part II. Description of Curriculum Change**

1. New syllabus of record – Attached.
2. Summary of proposed revisions:  
Course description updated to reflect current topics; Graduate student objectives and additional course requirements and grading system for graduate students added; Bibliography revised.
3. Justification/rationale for the revision.  
Course is being revised to add graduate student components so that it can be offered as an elective to MBA students.
4. Old syllabus of record – Attached
5. Liberal Studies approval – Not applicable

**Part III Letter of Support or Acknowledgement**

Not applicable

## IX. Bibliography

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- Guido, G., Prete, M., Miraglia, S., & De Mare, I. (2011). Targeting direct marketing campaigns by neural networks. *Journal Of Marketing Management*, 27(9/10), 992-1006.
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LSC Use Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_

JUL 13 11  
LIBERAL STUDIES

UWUCC USE Only  
Number: 01-27c  
Submission Date: \_\_\_\_\_  
Action-Date: App + UWUCC - 12/11/01  
Senate App 2/26/02

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. Rajendar K. Garg Phone 357-4547  
Department Marketing

**PROPOSAL TYPE (Check All Appropriate Lines)**

**COURSE** \_\_\_\_\_ Suggested 20 character title

**New Course\*** MKTG 440 DIRECT MARKETING  
Course Number and Full Title

\_\_\_\_\_ **Course Revision** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **Liberal Studies Approval+** \_\_\_\_\_  
for new or existing course Course Number and Full Title

\_\_\_\_\_ **Course Deletion** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **Number and/or Title Change** \_\_\_\_\_  
Old Number and/or Full Old Title

\_\_\_\_\_ **\_\_\_\_\_** \_\_\_\_\_  
New Number and/or Full New Title

\_\_\_\_\_ **Course or Catalog Description Change** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **PROGRAM:** \_\_\_\_\_ Major \_\_\_\_\_ Minor \_\_\_\_\_ Track

\_\_\_\_\_ **New Program\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Program Revision\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Program Deletion\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Title Change** \_\_\_\_\_  
Old Program Name

\_\_\_\_\_ **\_\_\_\_\_** \_\_\_\_\_  
New Program Name

**III. Approvals (signatures and date)**

R. K. Garg  
Department Curriculum Committee

[Signature]  
College Curriculum Committee

+ Director of Liberal Studies (where applicable)

[Signature]  
Department Chair

[Signature]  
College Dean

\*Provost (where applicable)

LIBERAL STUDIES  
DEC - 6

LIBERAL STUDIES  
NOV 8

## Syllabus of Record

### MKTG 440: Direct Marketing

#### I. Course Description:

MKTG	440	Direct Marketing	3 lecture hours/ 0 lab hours/ 3 semester hours
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Prerequisite: MKTG 320

Introduces students to the role and nature of Direct Marketing including its current theory and practice. Topics include current state and growth of direct marketing, prospecting strategies, development of hot lists, timeless strategies and Life-time value analysis. Strategies, implementation and public policy issues are discussed.

#### II. Course Objectives:

Students will be able to

1. Learn and demonstrate how to create a Direct Marketing campaign.
2. Provide a managerial framework to understand Direct Marketing and its practice
3. Understand how the current direct marketing strategies are integrated in the broader goals and objectives of the companies.
4. Understand the implementation guidelines and methods of the marketing strategies through actual company cases.
5. Understand short-term and long-term effects of diverse Direct Marketing strategies.
6. Understand the public policy challenges and global reach of Direct Marketing

#### III. Course Outline

- I. Direct Marketing, current state and growth patterns (4 hours)  
Evolution of Direct marketing, Ethical and Legal  
Considerations of Direct Marketing
- II. Direct Marketing principles for prospecting, methods (6 hours)  
of target marketing selection
- III. Development of lists and database management, (5 hours)



In house versus syndicated database sources; considerations  
In database development, hot versus cold database lists, list  
Selections procedures, etc.

- IV. Timeless Strategies of direct marketing (3 hours)
- V. Direct Marketing Management issues; how to organize the campaign for profit versus non-profit organizations (5 hours)
- VI. Issues of customer satisfaction and life-time value (4 hours)
- VII. Integrated Communications Mix, Media Planning and assessment (6 hours)
- VIII. Public policy challenges and globalization (3 hours)
- IX. Two Exams and a Final Exam (6 hours)

**IV. Evaluation Methods:**

The course will have three evaluation components:

- |  |     |
|--|-----|
| 1. Assignments/cases (3 cases)           | 30% |
| 2. Two Exams                             | 40% |
| 3. Final Exam during Final Exam Period   | 20% |
| 3. Class participation and contributions | 10% |

Grades will be assigned as follows: A: 90%+, B: 80%-89%, C: 70%-79%, D: 60-70%; F: Below 70%.

**V. Required Texts and Supplemental Books and Readings:**

Stone and Adler (2000), Successful Direct Marketing Methods, NTC Book Publishing  
Brown, Sanders and Buskirk (2000), Cases in Direct Marketing, NTC Book Publishing

**VI. Special Resource Requirements**

None

**VII. Bibliography**

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McDonald, William J. (1998), "American direct marketers in Europe and Asia: Prospect motivations and creative strategy" Direct Marketing, Aug. 1998, Vol. 61 Issue 4, p38

- C4. The course will be offered every other semester.
- C5. One section of this course will be offered every other semester.
- C6. A maximum enrollment of 30 students will be accommodated in a section of this course. The 30-student enrollment limit is dictated by pedagogical reasons. Since this will be an upper level elective course requiring 3 different practical cases to be done by students as a group, it would be desirable have close interaction and supervision of each group of 3 students.
- C7. No professional society has recommended enrollment limits for this course.

**Section D: Miscellaneous**

None

**Course Description**

MKTG 440

Direct Marketing

3 credit hours

Basic issues of Direct Marketing including current theory and practice are covered in this course. Topics include current state and growth of direct marketing, prospecting strategies, development of hot lists, timeless strategies and Life-time value analysis. Strategies, implementation and public policy issues are discussed.