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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

II. 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

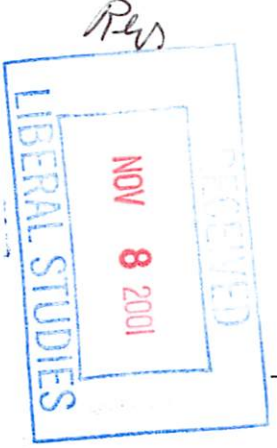
[Signature]
Department Chair

[Signature]
College Curriculum Committee

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College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)



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 Evolution of Direct marketing, Ethical and Legal Considerations of Direct Marketing	(4 hours)
II.	Direct Marketing principles for prospecting, methods of target marketing selection	(6 hours)
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 (5 hours)
campaign for profit versus non-profit organizations
- 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

Lee, Jinkook (2000), "Delivering Financial Service To Customers: Face-To-Face Selling Versus Direct Marketing," Consumer Interests Annual, 2000 Issue 46, p178-179

Phelps, Joseph; Glen Nowak; and Elizabeth Ferrel(2000), "Privacy Concerns and Consumer Willingness to Provide Personal Information," Journal of Public Policy & Marketing, Spring 2000, Vol. 19 Issue 1, p27-42

Balasubramanian, Sridhar(1998), "Mail versus mall: A strategy analysis of competition between direct marketers and conventional....," Marketing Science, 1998, Vol. 17 Issue 3, p181-196

Evans, Martin(1998), "From 1086 and 1984: Direct marketing in to millennium," Marketing Intelligene & Planning, 1998, Vol. 16 Issue 1, p56-68

Korgaonkar, Pradeep K.; Eric J. Karson; and et al(1997), "Direct Marketing advertising: The assents, the dissents,....," Journal of advertising research, Sep/Oct 97, Vol. 37 Issue5, p41-56

Smith, Gerald E; and Paul D. Berger(1996), "The impact of direct marketing appeals on charitable marketing effectiveness," Journal of Academy of Marketing Science, Summer 1996, Vol. 24 Issue 3, p 219-232

Iyer, Ramesh T.; and John S. Hill(1996), " International direct marketing strategies: A US-European....," European Journal of Marketing, 1996, Vol. 30 Issue 3, p65-84

Basu, Amiya K.; and Atasi Basu(1995), " Modeling the response pattern to direct marketing campaigns," Journal of Marketing Research, May 95, Vol. 32 Issue 2, p204-213

Williams, James R.; and Paul J. Hensel(1995), " Direct -to-consumer advertising of prescription drugs," Journal of health care marketing, Spring 1995, Vol. 15 Issue 1, p35-42

Wotruba, T.R.; and P.K.Tyagi(1991), "Met expectations and turnover in direct selling," Journal of marketing, Jul 91, Vol. 55 Issue 3, p24-p36

Miller, Rachel (2000), "How DM can drive traffic to your site". Marketing. 10/12/2000, p43

Robinson, Teri. (2000), "Direct marketers get quite a response from the Web" Internet Week, 01/31/2000 Issue 798, p25

Lee, Mie-Yun (2000), "Done right, so-called 'junk' mail is as good as gold". Washington Business Journal, 01/14/2000, Vol. 18 Issue 37, p74

Johnson, Kurt and Mark Leger(1999), "Loyalty Marketing: Keeping In Contact With the Right Customers". Direct Marketing, Sept. 1999, Vol. 62 Issue 5, p36

Milligan, Michael E. (1999), "A Direct Marketing Primer" Rough Notes, July 1999, Vol. 142 Issue 7, p30

Hoke Communications Inc. (1999) "Direct Marketing on the Web: Industry Strategies Driving E-Commerce Growth". Direct Marketing, April 1999, Vol. 61 Issue 12, p64

Hoke Communications Inc. (1999), "Direct Marketing Strategies Driving E-Commerce Growth." Direct Marketing, Feb. 1999, Vol. 61 Issue 10, p10

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

Course Analysis Questionnaire

Section A: Details of the Course

- A1. This course is an elective for undergraduate Marketing majors. This course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in the content of other existing courses or programs in the department.
- A3. This course has not been offered on a trial basis at IUP so far.
- A4. Yes, this course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Other higher education institutions offer courses in Direct Marketing Principles. For example, Penn State University and California State University at Bakersfield offer "Direct Marketing" courses. (Catalog descriptions are attached.)
- A7. Not required by any professional society.

Section B. Interdisciplinary Implications

- B1. The course will be taught by one instructor.
- B2. This course does not overlap with any other courses at the University.
- B3. Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

Section C. Implementation

- C1. No new faculty is needed to teach this course.
- C2. Current resources including space and equipment in the Eberly College of Business and Information Technology building are adequate. The current library holdings also are adequate. No new resources are needed.
- C3. No grant funds are associated with this course.

- 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.