

13-80

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Senate-Info-11/5/13

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: MKTG 440 Direct Marketing

Instructor(s) of Record: Krish Krishnan

Phone: 724-357-2522

Email: krishnan@iup.edu

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature]

Signature of Department Designee

9/27/13

Date

Endorsed:

[Signature]

Signature of College Dean

9/27/13

Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature]

Signature of Committee Co-Chair

10/15/13

Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

[Signature]

Signature of Provost

10/18/13

Date

Forward form and supporting materials to Associate Provost.



Received

OCT 2 2013

Liberal Studies

Received

SEP 30 2013

Liberal Studies

copy

Undergraduate Distance Education Review Form

MKTG 440 Direct Marketing

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Krish Krishnan:

- Developed and taught the first online course in Marketing (MKTG320) in 2005.
- Attended advanced workshops offered by IT-Services in both Moodle and D2L.
- Has made several presentations on the use of multi-media techniques in online courses to College of Business faculty and in IT-Support organized special presentations.
- Has attended Sloan Consortium conferences on online/hybrid course design and teaching.
- Responsible for the hybrid Executive MBA Program development and implementation.
- Developed and team taught three other online Marketing courses (MKTG 439, MKTG 421, MKTG 445)
- Has taught MKTG 440 Direct Marketing course and related special topics over the last 5 years in regular in-class format
- Published articles in the area of Direct Marketing and made several national and international conference presentations in this field.

2. How will each objective in the course be met using distance education technologies?

Please refer to the attached syllabus of record for the list of course objectives. The online version of the syllabus has been modified in terms of "Course Objectives" and "Evaluation Methods" section specifically to meet the accomplishment of the course objectives using Moodle online tools. How each of the course objectives will be achieved through the online course is described below:

- (1) *Learn and demonstrate how to create a Direct Marketing campaign.*
Elements of Direct Marketing campaign planning and implementation are covered in the text book and supplemental readings of the 8 topics of the course. Each of these topics will also be presented in several multi-media online lectures within Moodle using Camtasia PowerPoint lectures. Student learning of the knowledge and comprehension of the concepts, terms, models, theories and methodologies in each topic will be tested with online chapter quizzes consisting of both multiple choice and short answer

questions. Students will demonstrate the accomplishment of this objective by taking eight chapter quizzes, one at the end of each topic.

(2) Provide a managerial framework to understand Direct Marketing and its practice.

This involves the ability to solve direct-marketing mix decision problems by choosing product/price/promotion/distribution alternatives in different direct marketing scenarios. The text and online exercises will expose the students to a number of websites showing real business examples of how these concepts are applied by different direct marketing businesses. Outcomes assessment for this objective will be done by “applications” questions (short answer type question involving a practical scenario). Each topic of the course also has a corresponding video case and students will submit three mini case reports to demonstrate their ability to analyze a direct marketing case and propose managerial solutions.

(3) Understand how the current direct marketing strategies are integrated in the broader goals and objectives of companies.

This is a synthesis objective which is achieved by the students reading the supplemental reading materials provided in Moodle content module and viewing the online video cases demonstrating real world Direct marketing examples and then demonstrating their competency to transition from traditional marketing to Direct marketing strategies through both the short answer questions in quizzes/tests (superficially designed to probe this) as well as case analysis reports on how companies transition to Direct marketing to develop competitive advantage.

(4) Understand the implementation guidelines and methods of direct marketing strategies through actual company cases

Company cases at the end of each chapter will be presented through video lectures. Student will post their comments on case questions in the discussion postings. Students will also submit summary case reports/recommendations for select cases.

(5) Understand short-term and long-term effects of diverse Direct Marketing strategies.

Sample data sets of direct marketing campaign results will be used to demonstrate models measuring short-term and long-term results of the campaign. This will be done using a screen capture of Excel Data Analysis. Students will be asked to replicate the analysis on a different data set.

(6) Understand the public policy challenges and global reach of Direct Marketing.

The concepts and applications involving ethical, global and social issues are discussed in the chapter text, readings and online lectures in each topic. Accomplishment of this objective is assessed through student postings on “Discussion Questions” in the ‘discussion forum of Moodle. Discussion

questions deal with ethical dilemmas in Direct Marketing, cultural and global controversies in the implementation of Internet marketing strategies by global companies.

3. How will instructor-student and student-student, if applicable, interaction take place?

Synchronous Interactions

- There will be two designated one hour interactive sessions using “ONLINE CLASSROOM” tool in Moodle using Blackboard Collaborate tool: [<http://www.iup.edu/itsupportcenter/collaborate/default.aspx>].
- Two of the video cases will be discussed in a “live format” with the instructor leading the case discussion. Students will participate using microphones and or typing tools. Participation will be part of the case report grade. (Instructor-Student-Student interaction)
- Blackboard Collaborate room will be set-up for student groups to discuss the cases also.

Asynchronous Interactions:

- Discussion Tool of Moodle to post/debate discussion questions on selected topics. (Student-Student-Instructor)
- IUP/Moodle email system to communicate with individual students, answer their questions and encourage participation. (Student-Instructor). All emails will be answered within 48 hours.
- A special discussion topic called “About Course Questions/Comments” will be maintained for students to raise general questions about the course that both the instructor and other students can answer. This will serve as a public forum for course related issues and concerns.

4. How will student achievement be evaluated?

- Eight Moodle online quizzes; one at the end of each chapter/topic as outlined in the syllabus; quizzes will contain multiple choice questions and short answer questions.
- Five Discussion Postings on discussion topics dealing with global issues, ethical issues and case studies involved in direct marketing.
- Three mini case report submissions to demonstrate application skills in direct marketing.
- Two Assignments involving data analysis in Direct Marketing.

5. How will academic honesty for tests and assignments be addressed?

- Each student will be administered a different randomly selected set of questions for each quiz from a large test bank of questions for each chapter.
- Fixed date and time for each quiz and a fixed allotted time for completion for each quiz.

- Quiz questions will be administered "with the display one question at a time" option. Java script option to prevent copying and transmission of quiz questions while the test is being taken will be implemented. Results and correct answers will be released only after the quiz deadline is over.
- Quiz contains short answer questions which allow evaluation of depth and sophistication of student understanding of the concept/topic.
- Case study reports will be subject to 'plagiarism check' using "Turnitin.Com".
- Use of discussion postings and mini case reports in student assessment enhances academic integrity and validity of overall assessment of student accomplishment.

Online Syllabus
MKTG 440 Direct Marketing

I. Course Description:

MKTG 440 Direct Marketing [3 lecture hours/0 lab hours/3 semester hours]

Prerequisite: MKTG 320

Introduces 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 lifetime value analysis. Discusses strategies, implementation, and public policy issues.

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

1. Direct Marketing, current state and growth patterns (4 hours)
Evolution of Direct marketing, Ethical and Legal Considerations of Direct Marketing
2. Direct Marketing principles for prospecting, methods (6 hours)
of target marketing selection
3. 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.
4. Timeless Strategies of direct marketing (3 hours)
5. Direct Marketing Management issues; how to organize the (5 hours)
campaign for profit versus non-profit organizations
6. Issues of customer satisfaction and life-time value (4 hours)
7. Integrated Communications Mix, Media Planning and assessment (6 hours)
8. Public policy challenges and globalization (3 hours)
9. Eight Chapter/Topic Quizzes/Tests (6 hours)

IV. Evaluation Methods:

- | | |
|--------------------------------|-----|
| 1. Eight chapter/topic quizzes | 40% |
| 2. Discussion Posting | 15% |
| 3. Case Reports | 30% |
| 4. Assignments | 15% |

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

V. Required Text Book

Lisa Spiller & Martin Baier, *Contemporary Direct & Interactive Marketing, 3e*, Racom Communications, 2012.

VI. Course Procedures

1. Students must have access to a PC/notebook with high speed internet connection; audio/sound capability, equipped with Microsoft Office and Adobe Reader and Flash Player.
2. Please follow the detailed instructions for each chapter, as given in the "instructions" section for the chapter in Moodle.
3. Chapter Quizzes will be administered "one question at a time". Once you have completed a question, you will not be permitted to go back to previous question/s. Quizzes must be completed before the designated deadline.
4. There will be two online "live classroom" sessions (using Blackboard Collaborate) at the designated date and time mentioned in the course calendar. You are expected to log-in and participate in these two sessions. Participation in these sessions will count toward your case report grades. In case of excused absence from these sessions, you can view the recorded version of the live classroom sessions and email your comments to the instructor.
5. All assignments and case reports must be submitted before the specified deadline. Late submissions (up to 7 days late) will be graded with a 10 point penalty. After that missing assignments/cases will be given
6. All submissions (Assignments and Case Reports) will be checked for plagiarism using "Turnitin.com". Violations of academic integrity will result in a "F" grade for the course.

VII. 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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Chapter 3: Development of Lists and Database Management

Instructions for this chapter

1. Read Chapter 3 from the course text book.
2. Download and print a "handout" version of the PowerPoint from the content section.
3. Next view/listen to the **multi-media PowerPoint lecture presentation** of the chapter. You must have a computer equipped with sound/speakers/headphones, as well as high speed internet connection. While viewing the lecture take notes on your handout.
4. Read the end of chapter mini case: **SatMetrix** and review the end of case questions.
5. View the video case **SatMetrix** by clicking on the link in the content section.
6. Read the additional article for the chapter from the content section. Pay special attention to the database creation from the raw list sample problem.
7. Take the Chapter 3 Test (at the time designated in the Moodle calendar) using the Moodle Quiz Tool from the "Course Activities Menu". Test will contain both multiple choice questions and short answer questions.
8. Post your comments on the discussion topic "Privacy Protection – Opt-in vs Opt-out" in the Discussions Section of Moodle before the specified deadline; You should read the original discussion question posted by the instructor and then either post an original comment or comment on one of the earlier comments. You should read all comments already posted before posting your opinions. Extra points for taking a position and defending it through multiple posts.
9. Submit a 2 page mini-case report containing your analysis and recommendations for the SatMetrix case. Use the end of case questions as a guideline to prepare your report. Reports must be uploaded in the assignment section before the specified deadline.
10. Check Moodle calendar for the date/time for the "LIVE CLASSROOM – Blackboard Collaborate" session for this chapter. Your contributions to the discussion at the end of the Live Classroom session will count for extra points in your case report grade. Check your computer with the Blackboard Collaborate wizard to make sure you have it set right to function correctly for the web conferencing session.. Access to microphone is recommended but you can type in your comments/questions during the presentation.

11. If you have any questions about this chapter or have any challenges to official answers to quiz questions please use the IUP email to communicate with me.
12. If you need to discuss the case report or any other aspects of this chapter please post your questions in the "About the Course" discussion forum.

Chapter Content

- A. Click here for Ch.3 PowerPoint Handout -> [Ch3-ppt-handout.pdf](#)
- B. Turn your computer sound/audio on and click here to view video case -> [SatMetrix-Video](#)
- C. Chapter Three Additional Article: [The Art & Science of creating an effective customer database for direct marketing](#)
- D. Visit the Website www.thedma.org (Direct Marketing Association website); go to the "Data Driven Marketing" section of this site and review the section on direct marketing software alternatives.

MKTG 440 – Direct Marketing

Chapter 3

Building Lists, Databases, Rewarding Customers, and Managing Relationships

Opening Vignette




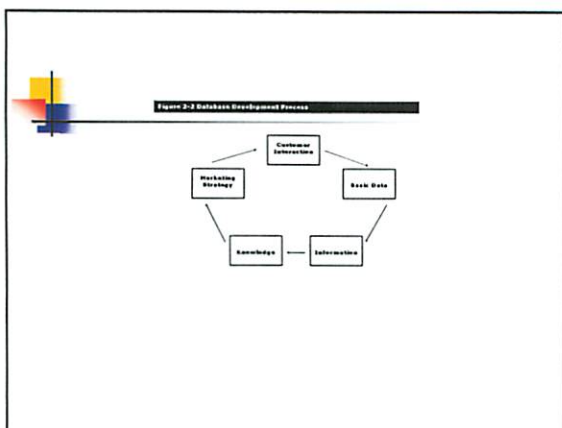
Dick's Sporting Goods

Customer Database Defined

A customer database is a list of customer names to which the marketer has added additional information in a systematic fashion.

A Customer Database is...

- The heart of all direct and interactive marketing activities.
- The key to developing strong customer relationships and retaining customers.

Why do Loyal Customers Generate More Profits?

Loyal Customers ...

1. Increase their spending over time
2. Cost less to serve than new customers
3. Generate word-of-mouth advertising or referrals
4. Are less price sensitive than new customers


An Example of How Loyalty Programs Are Driven by Customer Databases



The image shows the Southwest Rapid Rewards logo, which features a stylized airplane and the text 'SOUTHWEST RAPID REWARDS'. Below the logo is a photograph of a Southwest Rapid Rewards card lying on a table next to a small container of food.

Types of Source Data To Collect To Build A Customer Database

- Customer's Name
- Address
- Telephone Number
- E-Mail Address
- Demographics
- Psychographics
- Past Purchases (Transaction Data)



The icon shows a blue globe with a magnifying glass over it, symbolizing data analysis or collection.


Database RFM Analysis: Recency/Frequency/Monetary

- Evaluates customers with respect to their transactions over time

*20 points per each variable

*weights will vary

*See example in text



The image shows a hand pointing to a bar chart on a document, illustrating the concept of RFM analysis.

The Need for Database Maintenance

- Lists & data are perishable
- Constant control and maintenance is required

Database Maintenance: Creating Match Codes

- An abbreviated name/address record
- Allows each record to be matched with other records
- A match code is generated for each name on the list

<u>Example Address</u>	<u>Derived Match Code</u>
Ann Stafford	82301SAF9330ALI8A3
9330 West Arlington Rd	
Alexandria, VA 22301	

Database Maintenance: Merge/Purge Process

- A process using match codes to identify and delete duplicate names and addresses
- Keeps house lists from being duplicated
- Can remove names that requested no solicitations
- Can identify "multibuyers"

3 Ways to keep Database Records Current:

1. Change of address investigations
2. Nixie removal
3. Record status updates

Database Security – Protection

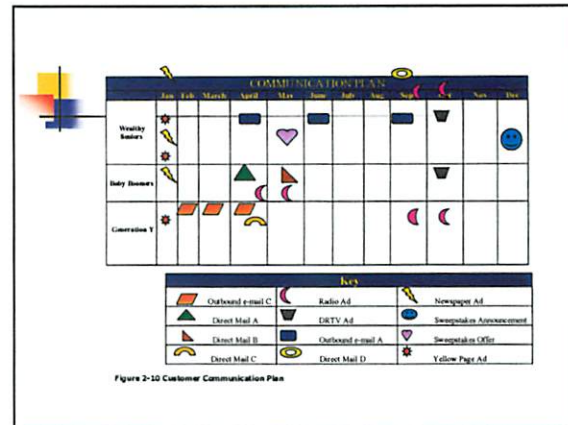
- Information Privacy
- Proper Database Storage
- List Marking – “salting” or “seeding”

Direct Marketers must safeguard their customer database and discourage theft.

Common Uses of a Customer Database *(See Text - pp. 41-45)*

1. Profile Customers
2. Retain Best Customers
3. Thank Customers For Their Patronage
4. Capitalize on Cross-Selling/Continuity Selling
5. Develop A Customer Communication Program
6. Perform Marketing Research
7. Generate New Customers
8. Send Customized Offers

...and MORE!!

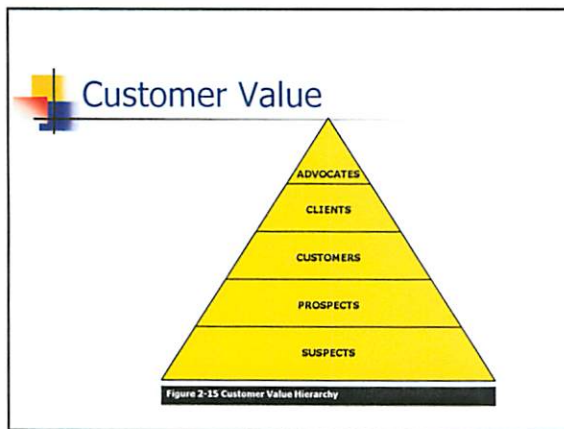
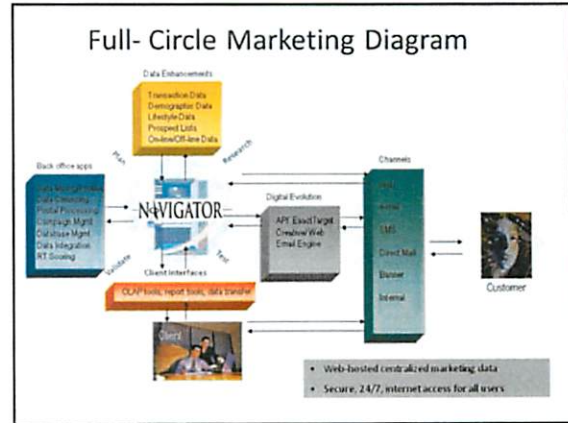


Example of Using a Database to obtain New Customers – Figure 2-12

Example of a Customized Offer

Customer Relationship Management (CRM)

- To identify "touch points" between the business (company) and its customers and prospective customers.
- To target customer needs to maximize the customer's experience and overall customer satisfaction.



One-on-One Personalization

- Micro-targeting* – is one-on-one personalized marketing based on advanced, precise psychographic and lifestyle data.

SOCIAL NETWORKS THAT OBAMA JOINED In 2008 Presidential Election	
AsianAve	Flickr
BlackPlanet	GLEE
Digg	LinkedIn
DNC Party Builder	MyCircle
Ecoms	MyListanza
Eventful	MySpace
Facebook	Twitter
FaithBase	YouTube

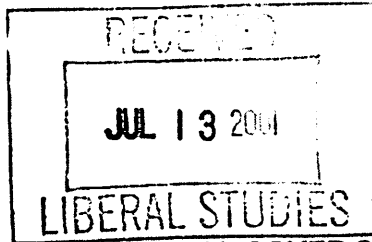
Figure 2-16 - Social Networks Obama Joined in 2008 Presidential Election
Source: Adapted from Rahaf Harfoush, *Yes We Did*. Berkeley, CA: New Riders, 2009, p. 140.



Case Study

SatMetrix

LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



JWUCC USE Only
Number: 01-27c
Submission Date: _____
Action-Date: App-WUCC-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

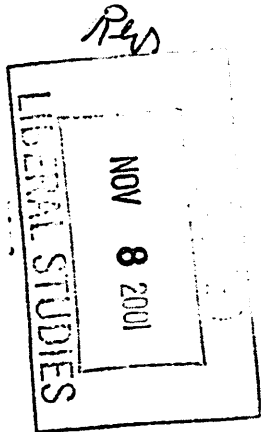
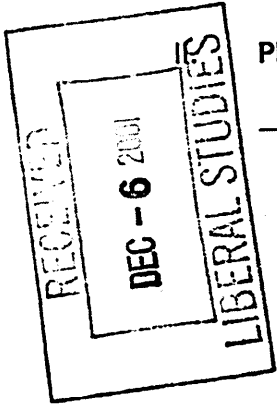
[Signature]
Department Chair

[Signature]
College Curriculum Committee

[Signature]
College Dean

+Director of Liberal Studies (where

*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 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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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.