



Course: 52:630:360:01:09379  
Direct Marketing  
Fall 2022

Professor Chuck McLeester  
Mobile Phone (856) 534-7795  
E-mail [chuck.mcleester@rutgers.edu](mailto:chuck.mcleester@rutgers.edu)

Office Hours by appointment

---

## Course Description

Direct Marketing is a database driven interactive process of directly communicating with targeted customers or prospects, using any medium, to obtain a measurable response or transaction via one or multiple channels. With so much marketing taking place in the online and mobile space, the principles of Direct Marketing are more important than ever. Direct Marketing is no longer just direct mail and 800 numbers on TV. Paid search, online display, E-commerce web sites, pre-roll video and mobile ads all have response components. And while the media for direct response have expanded, its underlying principles and fundamental measurement metrics have remained constant. With CEOs and CFOs demanding more accountability from their marketing and advertising departments, this course will teach you the fundamentals of direct, digital and database marketing to help you succeed in the world of interactive advertising, marketing and e-commerce.

## Learning Goals/Objectives

- Know how direct response advertising differs from general awareness advertising
- Understand how databases enable direct response marketing
- Explore how customer and prospect databases are developed and how to use them for targeting and segmentation
- Comprehend the primary metrics of direct response marketing and how they form the basis of Return on Investment (ROI)
- Investigate the different media used in direct marketing and how/when to use each one
- Learn how to structure a call-to-action that results in clicks, calls and web registrations
- Understand the different message strategies that are used in direct response creative
- Discover how to construct and execute tests that will optimize creative, media and call-to-action offers in order to maximize the results of promotion efforts
- Working in groups, bring the course concepts together by creating a direct marketing plan based on a real-world client case

## Course Materials

**Textbook – *Direct, Digital, and Data-Driven Marketing*** Lisa Spiller, Fifth Edition, SAGE Publishing  
ISBN 9 781529 708172 available through Rutgers Barnes & Noble or Amazon  
Additional Resources to be provided by the Instructor

## Communication

### Canvas

The syllabus, resources (articles and examples), PowerPoint slides, announcements, guides, etc. will be posted on Canvas. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course on the dashboard.

### Rutgers email - USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

## Key Fall 2022 Dates

Fall 2021 classes begin	Tuesday, September 6
Last day to drop classes w/o "W"	Thursday, September 15
Last day to add classes	Thursday, September 15
Last day to withdraw with "W"	Monday, November 7
Thanksgiving recess	Thursday, November 24 - Sunday, November 27
Change in designation of class day	Tuesday, November 22 becomes Thursday
Change in designation of class day	Wednesday, November 23 becomes Friday
Regular classes end	Wednesday, December 14
Reading days	Tuesday, December 15
Final exam period	Friday, December 16– Thursday, December 22

## Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

***Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.*** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others

[Type here]

- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

## Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct.

To review the code, go to: <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

## Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

## Assessments

### Individual Written Assignments

There will be no tests or exams in this course. Instead, you will be evaluated on five individual written assignments worth 100 points each. Your assignments will be judged on content, form, grammar and usage. These assignments are designed to make you think about the concepts of the course and apply them to your own experience as a consumer and a potential marketer. All Individual Written Assignments must be uploaded to Canvas as word documents.

### Semester- Long Group Project

Working in groups of 5 students, you will create a direct response marketing plan for Domino's Pizza using the case background from the textbook and additional resources available from Rutgers Library Databases. Specific sections of this plan are due at different times during the course and you will receive [Type here]

feedback on each section so that your final plan and presentation is a portfolio piece worthy of showing to potential employers.

### Attendance

Attendance counts for 15% of your grade. A sign-in sheet will be passed around in each class. Be sure to sign it. If you don't sign in, you weren't there.

### Class Participation

You are expected to (1) attend class regularly and arrive on time, (2) listen attentively in class, and (3) contribute often to class discussions. Your in-class comments should be thoughtful and should reflect your careful reading of the assigned course material.

### Incompletes and Problems

If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait until the last week of classes to ask for help. I'm available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances. Incomplete grades must be made up prior to the start of the next semester.

## Grading

Assignments		Points
Individual Written Assignments		500
Attendance		150
Group Project		
Marketing Strategy	100	
Metrics Plan	50	
Media Strategy & Tactics	100	
Creative Strategy & Tactics	50	
Final Presentation	100	
Peer Evaluation	50	
Total Group Project		450
<b>Course Total</b>		<b>1100</b>

### Grade Ranges

- A 90 - 100%
- B+ 85 - 89.9%
- B 80 - 84.9%
- C+ 75 - 79.9%
- C 70 - 74.9%
- D 60 - 69.9%
- F under 60%

[Type here]

Week	Date	Topic	Activities	Homework
1	9/6/2022	Introduction to the Course	Introduce yourself Review syllabus Ask questions	<b>Reading for next class:</b> Spiller Chapter 1 <i>Processes and Applications of Direct and Interactive Marketing</i>
	9/8/2022	Process and Applications of Direct and Interactive Marketing	Lecture In-class exercise	<b>Reading for next class:</b> Spiller Chapter 2 <i>Database Marketing and Customer Relationship Management</i>
2	9/13/2022	Database Marketing and Customer Relationship Management	Lecture Discuss assignment	<b>Individual Assignment #1 Distributed</b>
	9/15/2022	Database Marketing and Customer Relationship Management (cont'd)	Lecture	Spiller Chapter 3, <i>Lists and Market Segments</i> pp 68-71; 78-90 Spiller Chapter 10 <i>Digital and Social Media</i> Spiller Chapter 9 <i>Mobile, Text and Telephone</i> pp .257-266
3	9/20/2022	Direct Response Media	Lecture In-class exercise	<b>Individual Assignment #1 due</b> <b>Individual Assignment #2 Distributed</b>
	9/22/2022	Direct Response Media (cont'd)	Lecture Discuss assignment	<b>Reading for next class:</b> Spiller Chapter 8 <i>Television, Radio and Digital Video</i> Spiller Chapter 7 <i>Print Media</i>
4	9/27/2022	Direct Response Media (cont'd)	Lecture In-class exercise	<b>Individual Assignment #2 due</b> <b>Individual Assignment #3 Distributed</b>
	9/29//2022	Direct Response Media (cont'd)	Lecture	<b>Reading for next class:</b> Spiller Chapter 5 <i>The Offer</i>
5	10/4/2022	The Offer	Lecture Discuss assignment	<b>Reading for next class:</b> Spiller <i>Comprehensive Case A Domino's</i> and <b>Individual Assignment #3 due</b>

[Type here]

Week	Date	Topic	Activities	Homework
	10/6/2022	The Offer (cont'd)	Lecture Form teams for group project	Team meetings and case study review
6	10/11/2022	Group Project Kickoff	-Meet with group members to decide on case selection -Review Group Assignment 1	<b>Reading for next class:</b> Spiller Appendix A <i>The Martin Agency: Developing a Direct Marketing Campaign</i> <b>Group Assignment #1 Distributed: Marketing Strategy</b>
	10/13/2022	Developing a Direct Marketing Campaign	Group meetings	<b>Reading for next class:</b> Spiller Chapter 4 <i>Marketing Analytics: Testing and Measurement</i>
7	10/18/2022	Developing a Direct Marketing Campaign (cont'd)  Marketing Analytics: Testing and Measurement		<b>Group Assignment #2 Distributed: Metrics Plan</b>
	10/20/2022	Marketing Analytics: Testing and Measurement (cont'd)	Lecture Discuss assignment	<b>Group Assignment #1 due: Marketing Strategy</b> <b>Individual Assignment #4 Distributed</b>
8	10/25/2022	Metrics Workshop	In-class exercise Team meetings	<b>Reading for next class:</b> Spiller Chapter 6 <i>Message Strategies</i>
	10/27/2022	Creative Considerations and Message Strategies	Lecture	<b>Group Assignment #2 due: Metrics Plan</b>
9	11/1//2022	Creative Considerations and Message Strategies (cont'd)	Lecture Team Meetings	<b>Individual Assignment #4 due</b>
	11/3/2022	Metrics revisited	Lecture Review metrics assignments	<b>Group Assignment #3 Distributed: Media Plan &amp; Tactics</b>

[Type here]

Week	Date	Topic	Activities	Homework
10	11/8/2022	Media Strategy discussion	Lecture/Discussion	<b>Reading for next class:</b> Spiller Chap 12 <i>Fulfillment and Customer Service</i>
	11/10/2022	Fulfillment and Customer Service	Lecture Discuss assignment	
11	11/15/2022	Fulfillment and Customer Service (cont'd)	Lecture Team meetings	<b>Group Assignment #3 due: Media Plan &amp; Tactics</b> <b>Group Assignment #4 distributed: Creative Strategy &amp; Tactics</b> <b>Reading for next class:</b> Spiller Chap 11 <i>Business-to-Business (B2B)</i>
	11/17/2022	Business-to Business Marketing	Lecture Discuss Assignment	<b>Individual Assignment #5 distributed</b>
11	11/22/2022	Business-to Business Marketing (cont'd)	Lecture Team meetings	<b>Reading for next class:</b> TBD
12	11/29/2022	Group project workshop	Meet with teams and professor	<b>Group Assignment #4 due: Creative Strategy &amp; Tactics</b>
	12/1/2022	Team Meetings with Professor	Review your Group Project	<b>Individual Assignment #5 due</b>
13	12/6/2022	<i>Presentation Rehearsals</i>		<b>Group Assignment:</b> Draft of Final Consolidated Assignment Due
	12/8//2022	<i>Presentation Rehearsals</i>		<b>Group Assignment:</b> Draft of Final Consolidated Assignment Due
14	12/13/2022	<i>Presentation Rehearsals</i>		
<b>Final</b>	TBD			