



Direct Marketing
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Fall 2024
On-Campus

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M/W 12:30 – 01:50 pm ATG121
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 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

School of Business-Camden Program Learning Goals

- Apply the basic functions and measurement of direct marketing
- Analyze, interpret and solve business problems using quantitative approaches
- Learn to work well in teams and relate interpersonally with others
- Demonstrate effective oral presentation skills
- Demonstrate strong written language skills
- Identify ethical issues related to the direct marketing of products and services

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

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.**

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.

Classroom Policies

Assignment Submittal Policy

I expect assignments to be uploaded to Canvas by the scheduled due date. Understanding that everyone has busy schedules that can make it difficult to complete every weekly assignment on time, I will accept late assignments without penalty as long as your lateness is not habitual **and** you inform me of when you expect to complete the assigned work. Habitual lateness that results in submitting a semester's worth of work at the end of the term is not acceptable and will affect your final grade.

Incompletes

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, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F."

[https://registrar.camden.rutgers.edu/gradeinstruction#incomplete.](https://registrar.camden.rutgers.edu/gradeinstruction#incomplete)

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 or Google Docs documents, not email or Google docs links.

Semester- Long Group Project

Working in groups of 4-5 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 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 almost 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.

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
Course Total		1100

Grade Ranges

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

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.

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
- 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.

Artificial Intelligence Use

Acceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts
- Checking grammar and style

Unacceptable Use of AI

The use of generative AI tools is not permitted in this course for the following activities:

- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool
- Writing a draft of a writing assignment
- Writing entire sentences, paragraphs or papers to complete class assignments

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

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: <https://deanofstudents.camden.rutgers.edu/student-conduct>

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."

Direct Marketing Course Schedule

Fall 2024

Chuck McLeester

Week	Date	Topic	Activities	Homework
1	9/4/2024	Introduction to the Course	Introduce yourself Course overview Ask questions	Reading for next class: <i>Spiller Chapter 1 Processes and Applications of Direct and Interactive Marketing</i>
2	9/9/2024	Process and Applications of Direct and Interactive Marketing	Lecture In-class exercise	Individual Assignment #1 Distributed – Database Marketing examples Reading for next class: <i>Spiller Chapter 2 Database Marketing and Customer Relationship Management</i>
	9/11/2024	Database Marketing and Customer Relationship Management	Lecture Discuss assignment	
3	9/16/2024	Database Marketing and Customer Relationship Management (cont'd)	Lecture	Individual Assignment #1 due – Database Marketing examples Individual Assignment #2 Distributed – Direct Response Media examples
	9/18/2024	Direct Response Media	Lecture In-class exercise	Reading for next class: <i>Spiller Chapter 3, Lists and Market Segments pp 68-71; 78-90</i> <i>Spiller Chapter 10 Digital and Social Media</i> <i>Spiller Chapter 9 Mobile, Text and Telephone pp .257-266</i>
4	9/23/2024	Direct Response Media (cont'd)	Lecture Discuss assignment	Individual Assignment #2 due – Direct Response Media examples Individual Assignment #3 Distributed – Direct Marketing trends
	9/25/2024	Direct Response Media (cont'd)	Lecture In-class exercise	Reading for next class: <i>Spiller Chapter 8 Television, Radio and Digital Video</i> <i>Spiller Chapter 7 Print Media</i>

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Week	Date	Topic	Activities	Homework
5	9/30//2024	Direct Response Media (cont'd)	Lecture	Individual Assignment #3 due – Direct Marketing trends Reading for next class: <i>Spiller Comprehensive Case A Domino's</i>
	10/2/2024	Group Project Kickoff	-Form teams for group project -Meet with group members -Review Group Assignment 1	Group Assignment #1 Distributed: Marketing Strategy Reading for next class: <i>Spiller Appendix A The Martin Agency: Developing a Direct Marketing Campaign</i>
6	10/7/2024	Developing a Direct Marketing Campaign	Lecture Group Meetings with Professor	Group Assignment #2 Distributed: Metrics Plan
	10/9/2024	Marketing Analytics: Testing and Measurement	Lecture Class discussions	Reading for next class: Read the Hi Ho Silver Case – be prepared to discuss in class 10/12
7	10/14/2024	Marketing Analytics: Testing and Measurement (cont'd)	In-class exercise – Hi Ho Silver Case	Group Assignment #1 due: Marketing Strategy Individual Assignment #4 Distributed – Database Marketing: Then and Now
	10/16/2024	The Offer	Lecture Discuss assignment	Reading for next class: <i>Spiller Chap 6 Creative Message Strategies</i>
8	10/21/2024	Creative Considerations and Message Strategies	Lecture Discuss assignments	Group Assignment #2 due: Metrics Plan Group Assignment #3 Distributed: Media Plan & Tactics Individual Assignment #4 due – Database Marketing: Then and Now
	10/23/2024	Creative Considerations and Message Strategies	Lecture Class discussions	Reading for next class: <i>Spiller Chap 12 Fulfillment and Customer Service</i>

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Week	Date	Topic	Activities	Homework
9	10/28/2024	Fulfillment and Customer Service		Individual Assignment #5 distributed
	10/30/2024	Fulfillment and Customer Service (cont'd)	Lecture Group meetings	
10	11/4/2024	Metrics revisited	Lecture Review metrics assignments	Individual Assignment 5 due Group Assignment #3 due: Media Plan & Tactics Group Assignment #4 distributed: Creative Strategy & Tactics Revise Metrics Plan as needed
	11/7/2024	Media Strategy discussion	Lecture/Discussion	Reading for next class : TBD
11	11/11/2024	Review media plans	Group meetings	Revise Media Plan as needed
	11/13/2024	In class team meetings on media plan	Lecture Team meetings	Reading for next class: Spiller Chap 11 <i>Business-to-Business (B2B)</i>
12	11/18/2024	Business-to Business Marketing	Lecture Discuss Assignment	Group Assignment #4 due: Creative Strategy & Tactics Group Assignment 5 distributed: Draft of Final Consolidated Assignment
	11/20/2024	Business-to Business Marketing (cont'd)	Lecture Team meetings	Reading for next class: TBD
13	11/25/2024	Group project workshop	Meet with teams and professor	Group Assignment 5 due: Draft of Final Consolidated Assignment
Thanksgiving Break				
14	12/2/2024	In class team meetings on group project	Meet with teams and professor	

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Week	Date	Topic	Activities	Homework
	12/4/2024	In class team meetings on group project	Meet with teams and professor	
15	12/9/2024	<i>Presentation Rehearsals</i>	Feedback from Professor	
	12/11/2024	<i>Presentation Rehearsals</i>	Feedback from Professor	
Final	TBD			Final PPT presentation slides due