Syllabus

Course Title: Seminars in Marketing, Direct Marketing
Course Number: MKTG 491, Section 002, Fall 2016
Course Description: Direct Marketing covers the whole process of direct and interactive marketing: planning the campaign, developing the creative approaches, selecting media, offering it to the potential buyers, seeing that the offer is fulfilled and developing the databases to enable future efforts.

Class Location: Planetary Hall, Room 212
Class Meeting Time: Mondays, 4:30 to 7:10 P.M.
Final Exam: Monday, December 18, 2016, 4:30 to 7:15 P.M.
Instructor: Jeffrey Kulick
Contact information: I usually return email and phone mail messages the same day I receive them.

University office: Room 128, Enterprise Hall
Telephone:
University: 703-993-2197
Home office: 703-281-2588 (preferred)
Cell: 703-851-6450
Fax: 703-993-1809
E-mail address: jkulick@gmu.edu
Office hours: Arlington, Wednesdays, by appointment
Fairfax, Tuesdays, 1:30—2:30 P.M.
Course website: Blackboard

Course Prerequisites
Students must have completed MKTG 301 or MKTG 303 with a grade of C or higher and have attained degree status.
Course Materials
The text for the course is *Contemporary and Direct Interactive Marketing, 3rd Edition*, by Lisa D. Spiller and Martin Baier, Racom Communications, 2012.

You and the class will use the following cases:


Each of these cases is required reading. They are not available through the GMU Bookstore or Print Shop. If you wish to purchase them directly from Harvard Business School Publishing, a coursepack for this course is accessible through:

http://cb.hbsp.harvard.edu/cbmp/access/52030665

We will complete all the chapters in the text. The text introduces many concepts, so it is imperative that you read the chapters on a timely basis. Do not fall behind in the reading.

I highly recommended daily reading of the business sections of either *The Washington Post* or *The New York Times*. You should also consider a subscription to a business-oriented periodical such as *The Washington Business Journal*, *The Wall Street Journal*, *The Financial Times*, *Business Week*, or *The Economist*. You may prefer to get your news online. If so, you would find it useful to consider adding marketing newsfeeds to your regular reading.

I will provide you with additional materials from other sources during class. The materials include videos appropriate to the class discussion and other books, magazines, etc. The classroom discussions and presentations will be the basis for insights and understanding of key concepts. Guest speakers will join us to provide practitioners’ insights. These materials will be the basis for examination questions.

From time to time, class work and the text will be supplemented by suggestions for outside reading. These suggested materials will be for your interest and development, and they will not be the basis for examinations.

Course objectives
Two of the Undergraduate Learning Goals adopted by the School of Business Faculty in the Spring of 2016 will be emphasized, and your learning will be measured in case studies, assignments, participation and examinations:
Goal 4: *Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.*

This course provides a foundation for marketing and other courses within the School of Business. You are expected to develop a solid understanding of and practice the principles of marketing.

Goal 5: *Our students will demonstrate knowledge and skills appropriate for specialization in their majors.*

You will develop an understanding of the practices of direct and interactive marketing, including but not limited to: analysis of the role of and use of direct and interactive marketing in its many forms; applying marketing research and database marketing concepts; understanding sales promotion techniques; and, the ethical implications of direct and interactive marketing.

Class structure

The course incorporates four basic elements or approaches—introduction of concepts through reading and lectures, application of these concepts through class discussions, individual assignments, and case studies.

During the first classes, the emphasis will be on building a foundation through the introduction of concepts. Later classes continue to introduce new material and will build on the foundation to create a comprehensive view. Class discussion will form a crucial element to integrate the concepts. As such, class participation is essential for students to get full value from the class. Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

You are responsible for your learning. The quality of your learning will dramatically increase if you are prepared for class; if you do not, you are going to fall behind. You will be provided with Reading Assignments to help you focus on the main concepts in the textbook chapters. Reading the text is essential; you cannot rely on the presentation slides to develop an understanding of the material and prepare for the homework, examinations and assignments.

Your learning will be evaluated in four different ways:

- Examinations. There will be one mid-term exam and one final exam.
- Class participation. See page 6.
- Case studies. You will work with a group to explore and report on case studies relevant to direct and interactive marketing.
- Individual assignments. You will read and report on a direct and/or interactive marketing book, and you will undertake an in-depth critique of a direct mail campaign.
Grades
You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. Exams and assignments are not given letter grades.

Points may be earned as follows:

Exams and Quizzes
- Mid-term Exam: 150 points
- Final Exam (comprehensive): 225 points

Points from Examinations: 375 points

Individual assignments
- Book review: 75 points
- Direct marketing critique: 100 points

Total Individual assignments: 175 points

Case Studies (group)
- Case set #1: 75 points
- Case set #2: 75 points
- Final Case Presentation (combined): 250 points

Points from Case Studies: 400 points

Class participation: 50 points

TOTAL POINTS TO BE EARNED: 1,000 points

Your final grade for the course will depend on the total number of points you earn:

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<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>930 – 1,000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
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<tr>
<td>730 – 769 points</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>600 – 729 points</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
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</table>

Excellent demonstrations of understanding, application, integration, clear understanding and critical thinking will distinguish efforts that receive the highest points in assignments. Concise, insightful responses and comments are preferred over rambling, unfocused responses.

Final grades are not negotiated. You will have opportunities to earn points throughout the semester, and in a variety of ways. There is no rounding, and there is no curve.

Please note that the University considers a B to be a good grade. The School of Business considers a B to be a good grade. I consider a B to be a good grade. An A is a grade that is not earned automatically.
Examinations
Exams and quizzes will be closed-book, no-notes. The exams will consist of objective questions and short essay type questions. The essay portion of the final will be comprehensive, and the objective questions will cover the material between the midterm and the end of the course. As the schedule permits, the class will review major concepts before the exam. The exams will cover the textbook materials, supplemental materials from the class and all in-class presentations.

Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, calculators and similar devices. All electronic devices must be turned off and out of sight during quizzes and exams. Any student using such devices during an exam or any form of cheating during the exam will be a violation of the Honor Code. The School of Business has clear guidelines to be applied to Honor Code violations, and these guidelines will be followed. These guidelines will be reviewed during the first class.

Consistent with University policy, only provable, i.e., documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Please note the date and time for the final exam. You must take the exam at the assigned time. Do not plan to begin travel before or during the final exam. If someone else is scheduling these travel plans, make sure they know.

If an examination is missed due to a provable or documented absence, you must make up the exam within one week. Unless you have made prior arrangements with me, a missed exam will result in a penalty of 10 percent of the total for the examination.

You must read the text. Lecture, notes and summaries will help you understand the text, but they cannot be considered an adequate substitute for reading the text.

Specific responsibilities
You must prepare for class—for your own learning and out of respect for your fellow students who have prepared. Time management is a skill you must master if you have not done so yet.

Attendance is expected (see below). Much of the material will be developed in class and in discussion.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You must arrange to get handouts and assignments from fellow students or Blackboard. I do
not use prepared Lecture Notes, so if you miss a class, you will need to consult your classmates.

Detailed class and reading assignments will be made during the course. Discussion cases for each chapter will be identified prior to the class. Assignments will be posted on Blackboard. You are expected to complete the assignments thoroughly and submitting college-level work.

Students are also reminded of their responsibilities in upholding the George Mason University Honor Code. Not only are you expected to uphold the highest standards, but you are also responsible for enforcing the Honor Code if you discover violations.

Class participation and attendance
Most of you will be developing a marketing career upon graduation. As you work, you will be required to work every day except for planned time away or severe/contagious illnesses. Work will be demanding, and preparation is so basic it isn’t even discussed. You cannot rely on others to carry the weight of your responsibilities, including discussions. The same is expected in this class.

Exercises and discussion will be a part of almost all classes. All students are expected to be prepared for discussions and to participate in them.

Marketing is enhanced by dialogue, and this class will be greatly enhanced when students actively participate. Discussion and dialogue are essential to develop communication skills and explore topics in depth.

Class participation will be worth up to 50 points toward the course grade. You will be evaluated on participation including both speaking and listening, demonstrating the ability to evaluate others’ comments constructively, demonstrating familiarity with assigned readings and working effectively in class. The case study discussions offer excellent opportunities for class participation. You are not graded on attendance, though you cannot participate if you do not attend class. However, simply showing up and not participating will not earn you very many points.

To earn the full points, you should:

- Volunteer examples, insights and responses in class.
- Demonstrate having read assignments, thought about the questions and analyzed materials.
- Build on the comments of others—disagreeing where appropriate but also supporting the comments and integrating viewpoints.
- Share expertise and experiences relevant to the discussion.
- Comment on the substance and topic of the classes demonstrating integration of the materials.
Not everyone likes speaking up in a class situation. If, however, a student does not enter into the discussions, there is no way to tell if he or she is learning or understanding the concepts presented. Each student is expected to contribute. You cannot participate if you do not attend class.

**Written materials**
All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, late work will receive a lower grade. All work must be completed by the final examination.

**Your success**
The faculty of the School of Business are committed to your success. We cannot always tell that you are having problems with the course or course material until it is too late—when you turn materials in. Each of us in the Faculty maintain office hours to be available to you for help with course materials and career guidance. You, however, must take the initiative.

It may be obvious that you are having problems, in which case I will initiate contact. Do not rely on this, however.

**Students with Disabilities**
If you are a student with a disability and you need academic accommodations, please see me and contact The Offices of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.

**Community Standards of Behavior**
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.
The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code. GMU is an Honor Code University. Please see the University Catalog for a full description of the code and the honor committee process. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

The School of Business Faculty has created guidelines on penalties. These apply to all courses, all students and all faculty. I will discuss these in class, though I hope I will not have to use them.

Special note on electronic communications:
Students must use their Mason email accounts to receive important University information, including messages related to this class. See http://masonlive.gmu.edu for more information.

For all class activities, you must use your GMU email address/account. The use of a different address may result in loss of all points for that portion of the class.
You may use your choice of email addresses for correspondence, but if I am not familiar with the name in the email, I will likely delete it for protection of my computing resources. Please be sure to identify the matter of the email in the subject line. And, please be aware that rules of grammar and spelling apply to emails; they are not text messages.

Do not text me with important information.

Other Useful Campus Resources
The Writing Center
The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center.

The Writing Center is located in Robinson Hall A114, (703-993-1200),
http://writingcenter.gmu.edu

University Libraries
You are strongly encouraged to use the University Databases and Libraries. You may want to use the “Ask a Librarian” service: http://library.gmu.edu/mudge/IM/IMRef.html

Counseling And Psychological Services (CAPS):
(703) 993-2380; http://caps.gmu.edu

University Policies
The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
Textbook Reading Schedule, Assignment Due Dates and Exam Schedule

Events that will be graded are in **bold face**.

<table>
<thead>
<tr>
<th>Class days and dates¹</th>
<th>Student Reading Responsibilities²</th>
<th>Milestones and Key Events³</th>
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<tbody>
<tr>
<td>Week 01</td>
<td>Chap. 01: Examining the Processes and Applications of Direct and Interactive Marketing</td>
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<tr>
<td>Mon., Aug. 29</td>
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<tr>
<td>Week 02</td>
<td>Chap. 02: Building Databases, Rewarding Customers and Managing Relationships</td>
<td>Approval of book review selection by Saturday 09/10</td>
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<td>Mon., Sept. 12</td>
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<td>Form groups</td>
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<td>Guest speaker: Mr. Scott Huch, President, The Delta Group, Inc.</td>
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<td>Week 03</td>
<td>Chap. 03: Determining Lists and Segmenting Markets</td>
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<td>Mon., Sept. 19</td>
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<td>Week 04</td>
<td>Chap. 04: Testing, Measuring and Analyzing Customers and Campaigns</td>
<td>Case Set #1 report due/discussion</td>
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<td>Mon., Sept. 26</td>
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<td>Week 05</td>
<td>Chap. 05: Planning and Creating a Value Proposition: The Offer</td>
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<td>Mon., Oct. 03</td>
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<td>Week 06</td>
<td>Chap. 06: Planning and Creating Compelling Message Strategies</td>
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<td>Tues., Oct. 11</td>
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<tr>
<td>Week 07</td>
<td>Midterm Exam</td>
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<tr>
<td>Mon., Oct. 17</td>
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<tr>
<td>Week 08</td>
<td>Chap. 07: Designing and Employing Print</td>
<td>Case Set #2 report due/discussion</td>
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<td>Mon., Oct. 24</td>
<td>Chap. 08: Utilizing Television, Radio and Digital Media</td>
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<td>Week 09</td>
<td>Chap. 09: Using Mobile, Text and Telephone for Marketing</td>
<td>Guest speaker: Mr. Peter Choi, Capital One</td>
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<td>Mon., Oct. 31</td>
<td>Chap. 10: Utilizing Current Digital and Social Media</td>
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<tr>
<td>Week 10</td>
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<td>Book Review due</td>
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<td>Mon., Nov. 07</td>
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<tr>
<td>Week 11</td>
<td>Chap. 11: Fulfilling the Offer and Serving the Customer</td>
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<td>Mon., Nov. 14</td>
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<td>Week 12</td>
<td>Chap. 12: Understanding the Industry’s Environmental, Ethical and Legal Issues</td>
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<td>Mon., Nov. 21</td>
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<tr>
<td>Week 13</td>
<td>Chap. 13: Exploring and Adapting Direct and Interactive Marketing Strategies around the World</td>
<td>Direct Marketing Critique Due</td>
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<td>Mon., Nov. 28</td>
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<td>Week 14</td>
<td>Class Project Presentations</td>
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<td>Mon., Dec. 05</td>
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<tr>
<td>Mon., Dec. 19</td>
<td>Final Exam</td>
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<td>4:30 P.M. to 7:15 P.M.</td>
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¹ All classes meet 4:30 to 7:10 p.m. Final Exam on Monday, December 19, will be from 4:30 p.m. to 7:15 p.m.
² All readings are from *Contemporary Direct and Interactive Marketing*, 3rd Edition by Spiller and Baier. Additional readings, e.g. articles, may be assigned.
³ Additional guest speakers have been invited, and the classroom schedule will be adjusted to accommodate these speakers.