



Equip your students with the marketing skills they'll need to compete after graduation



Merging critical Direct Mail marketing knowledge with **today's competitive workforce**

DIRECT MARKETING:
Creating Integrated Campaigns with Mail

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Elevating the Future Generation of **Marketing Professionals**





DIRECT MARKETING: Creating Integrated Campaigns with Mail

Direct Marketing is more than just another marketing course

Direct mail is a compelling and integral part of an omnichannel marketing campaign. USPS® has partnered with educators and marketing and print industry professionals to develop this course curricula. The content is designed to introduce marketing students to direct mail's unique potential and role within an integrated marketing plan.

Course Modules

Your students will develop skills that enable them to integrate direct mail in an omnichannel campaign.

Course materials include:

- Understanding Direct Marketing
- Creating an Impactful and Measurable Campaign
- Integrating Mail with Digital Technologies Data Management
- Personalized and Variable Messaging
- Innovative Direct Mail Techniques and Neuromarketing
- Direct Mail Attribution

Course content is available in a standalone format or can be added to preexisting Junior/Senior level marketing courses

There's still time to add Direct Marketing coursework to your 2018-2019 marketing curriculum. Contact: academicoutreach@usps.gov to learn how.

Testimonials



WHAT STUDENTS HAVE TO SAY:

Everyone is so concerned with other digital marketing and social media marketing that people have forgotten about the traditional methods of reaching customers. By teaching students early on about direct mail, they will be able to expand upon it and use it within different courses.

- Paige O'Neill

I learned a lot about direct mail and feel like it filled the gap left by today's general marketing curriculum which skims over it as an outdated medium... The focus on technology really differed from my expectations and surprised me.

- Ryan Kenney

Each presentation we had was informative and it all tied in very well together...It has better prepared me for working with clients in the future.

- Shivani Rajan

Course Details

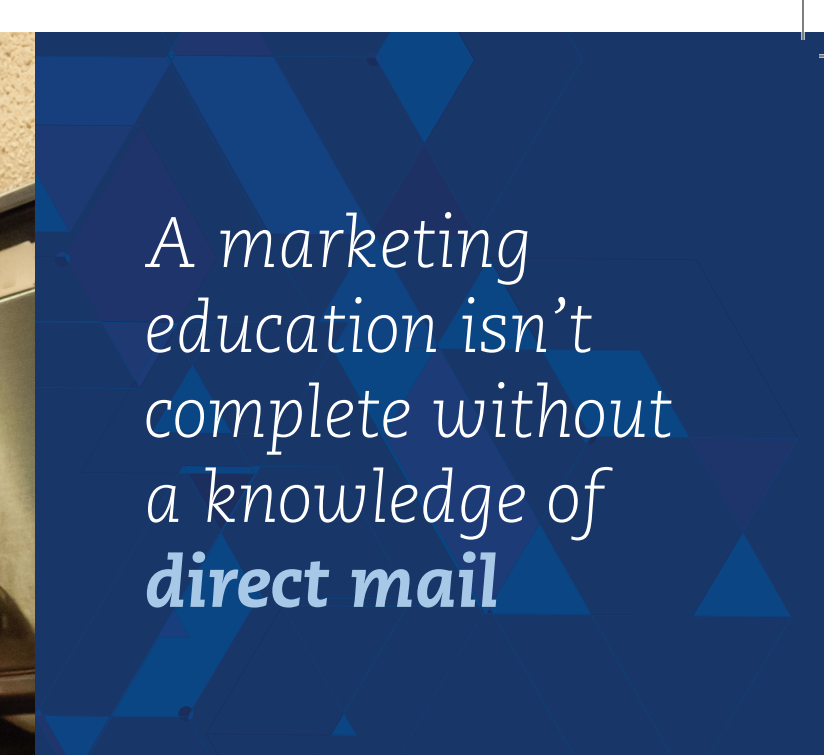
It's becoming increasingly challenging to compete with a single-channel strategy. To be successful, great marketers must have several tools in their marketing arsenal. Integrated direct mail and digital campaigns elicit 39% more attention than campaigns relying on a single medium.¹ As a marketing instructor you're likely aware that consumers are exposed to thousands of ads each day. *But did you know mail has up to a 200% higher response rate than all other digital media combined?**

Yet, many colleges and universities no longer include direct mail in their marketing curriculum. Educating students on direct mail's value and overall ease of digital integration will better prepare them for a career in marketing.

¹Connecting for Action, Canada Post (2016);
²Response Rate Report, DMA (2016)

The USPS has joined with industry experts to develop Direct Marketing, an integrated direct mail marketing course curriculum designed specifically for undergraduate marketing students.

Direct Marketing course content is available as a full semester course or as individual modules that can be utilized to supplement existing coursework.



A marketing education isn't complete without a knowledge of direct mail

