

# Direct Marketing and Mail Fundamentals

## with an Interactive Project

(An Undergraduate Marketing 3 Credit Course)

### COURSE DESCRIPTION

This course focuses on direct mail's unique potential and role within an integrated marketing plan. This course will help you gain a better appreciation and understanding of traditional and digital tactics used to develop effective marketing campaigns. It will cover: Individual and Team-based design, development and execution of a hands-on direct marketing project; overall marketing strategy and the resources needed to implement such activities; criteria used to measure effectiveness of direct marketing activities.

### GENERAL LEARNING OBJECTIVES

The overall objective of the course is to introduce marketing students to direct mail's unique potential and role within an integrated marketing plan. Business students will learn marketing concepts, tools and techniques in a hands-on project. Specific learning objectives include

#### Knowledge-based

- Develop a practical understanding of the direct mail's marketing philosophy, concepts/applications, processes, and decisions in a real world context of defined budgets, speed to market and quality execution;
- Ability to identify optimum marketing strategies for new products and services including segmentation, targeting and positioning, and marketing mix;
- To specify information needed for marketing decisions and to apply available secondary and field -based market research approaches to obtain this information;
- To gain necessary understanding of consumers, organizations and partners and their buying/influencing behavior processes;
- Develop insights into the power of blending traditional with digital tactics in a marketing campaign

#### Skill-based

- Practice marketing and technology skills developed through classroom exercises and assignments to enhance the planning and implementation of direct mail marketing programs
- Enhance critical thinking and problem solving skills through discussion of marketing issues and decisions necessary for the success of the project
- Develop team-based skills and rigor of working in a team to meet tight deadlines
- Learn how to use technology to facilitate collaborative work and study practices
- Develop professional business writing and presenting skills.

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## Ideas for Marketing Project to Promote Experiential Learning

### Background

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.

### Recommendation

Live client project; This option has proven to be the most valuable for students and provided the best experience. Students will work with a local company to uncover the company's needs and then develop a pitch for a marketing campaign. Local companies can be found through professor's connections, previous students, etc. The professor may also leverage the academic outreach to reach potential clients through emailing the outreach group at: [academicoutreach@usps.gov](mailto:academicoutreach@usps.gov). Please refer to the Real World Project Tool Kit that came in the welcome kit for more information.

### Alternative 1

Students will collaborate with the Admissions Marketing team at their College/University to develop an admissions marketing campaign that will target high school students ready to apply to college. A direct mail program will be integrated with a digital campaign and/or other marketing programs to promote the College/University.

### Alternative 2

Students will collaborate with the Marketing team of a local non-profit organization to develop a marketing campaign that will target local residents with fund raising and/or awareness of the non-profit's mission. A direct mail program will be integrated with a digital campaign and/or other marketing programs to promote the non-profit organization.

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## Marketing Project

You will be asked to turn in two reports through the duration of this course. The first report will be market research on your assigned company. This will be the foundation leading up to your final presentation. The research paper is due prior to midterms. The final report will be in a form of a presentation. This is an opportunity to develop a marketing campaign using the tools you learned throughout the class. Presentations will be held the last week of class.

## Pre-requisites

This is meant to be a Junior/Senior level course in Marketing. Students are expected to have completed an Introduction to Marketing. It will be helpful, but not required, if you have also completed Marketing Research and Consumer Behavior Classes.

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## ASSESSMENT OF PERFORMANCE - GRADING RUBRIC

Students will work in teams and be evaluated on their performance as follows

Module	Deliverable	Suggested % of Grade
1 & 3	Market research group report and class presentation Research report using library reports, media and internet based information <ul style="list-style-type: none"> <li>• Customer demographics and psychographics</li> <li>• Customer persona</li> <li>• Customer narrative</li> <li>• Customer spending trends, needs and wants</li> <li>• Competition</li> <li>• Market metrics</li> </ul>	20 %
2	Dive into direct mailing, digital marketing techniques, and technologies to create a strategy	10 %
4	Create an irresistible mail piece integrated with digital technologies	15 %
5	Create direct marketing plan that will include following components: <ul style="list-style-type: none"> <li>• Mailing</li> <li>• Customer Database</li> <li>• Digital (web and social)</li> <li>• Content</li> <li>• Analytics</li> </ul>	25 %
	Class presentation of key recommendations and creative execution	20 %
	Individual attendance, team performance and class participation based on peer assessment (individual grade)	10 %

### Duration & Time Commitment

The course is designed to span over 14 weeks and compromises 5 modules if taken in totality. If time is limited, the modules allow for coursework to be taught individually (by topic) with a beginning and end. You can expect to spend about 8 hours per module completing the classwork. Homework time is additional time and should consist of at least 2 hours per week in totality.

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## COURSE SCHEDULE

WEEK	CLASS SCHEDULE
1	<ul style="list-style-type: none"> <li>Performance and measurement guidelines (syllabus)</li> <li>Team formation &amp; contracts (team agreement, NDA)</li> <li>Discuss &amp; assign projects</li> <li>Homework: 1) Review advertising mail at your home or parents' home and report back on quantity, type and utility of mail. 2) Create paperbased concept piece to promote YOU</li> </ul>
2	<ul style="list-style-type: none"> <li>Lecture: USPS, Advertising Market Overview &amp; DM Role</li> <li>Students present their research into their family mailbox (Homework 1)</li> <li>Students present their paper-based self-promotion concepts (Homework 2)</li> <li>Tentative Guest Speaker: Librarian</li> <li>Assignment - Conduct Market Research (to be presented to client in Week 7/8 as Mid Term Final)</li> </ul>
3	<ul style="list-style-type: none"> <li>Lecture: Direct Mail Math</li> <li>Lecture: Prospecting List Buying and Selling Fundamentals</li> </ul>
4	<ul style="list-style-type: none"> <li>Lecture: Direct Mail Inside the Envelope</li> <li>Video: Ikea (1:20)</li> <li>Video: PebblePost</li> <li>Tools: Integrated Springboard Example</li> <li>Worksheet: Integrated Springboard Template</li> </ul>
5	<ul style="list-style-type: none"> <li>Workshop: Addressing the Issue, Information Gaps</li> </ul>
6	<ul style="list-style-type: none"> <li>Tentative Guest Speaker: Client Presentations of Objectives</li> <li>Tentative Guest Speaker: Client Meeting with Students</li> <li>Direct Mail and Digital Marketing Plan Template</li> </ul>
7	<ul style="list-style-type: none"> <li>Resource- Mail Service Provider (MSP) Terminology</li> <li>Tentative field trip OR video of production facilities</li> </ul>
8	<ul style="list-style-type: none"> <li>Assignment - Presentation of Marketing Research</li> <li>Discussion of research implications</li> <li>Creating Personas</li> </ul>
9	<ul style="list-style-type: none"> <li>Lecture: Direct Marketing</li> <li>Lecture: Informed Delivery. Create Once. Connect Everywhere.</li> <li>Assignment - Direct Mail Strategy</li> <li>Work in teams on strategy and plan</li> <li>Provide outline for final presentation of Plan for Week 14 client presentations and Final Deliverable</li> </ul>
10	<ul style="list-style-type: none"> <li>Lecture: Digression. Setting the Stage</li> </ul>
11	<ul style="list-style-type: none"> <li>Lecture: How Brands are Capitalizing on Programmatic DM (PowerPoint)</li> <li>Video: Invention of Programmatic Direct Mail (1:33)</li> </ul>
12	<ul style="list-style-type: none"> <li>Workshop part 1 - RFM Analytics for Direct Marketing</li> <li>Classroom exercise (workshop part 2) - working with the raw data</li> </ul>
13	<ul style="list-style-type: none"> <li>Lecture: Direct Mail</li> <li>Video: Perceived Ownership &amp; Touch (3:24)</li> <li>Video: The Making of a BMW M Print (3:02)</li> <li>Video: How the Medium Shapes the Message (4:59)</li> </ul>
14	<ul style="list-style-type: none"> <li>Assignment - Final Presentation of Plan and Creative Idea</li> <li>Assignment - 360 Peer Evaluation</li> <li>Tentative Guests: Clients, Partners, USPS, Faculty</li> </ul>