

Preparing Students for Modern Integrated Marketing

In today's marketing landscape, businesses and consumers alike want to move seamlessly between the digital and physical worlds. As the marketing industry adapts to the new digital reality, some myths have formed and persisted around the effectiveness, cost, and impact of marketing through the mail. In response, traditional marketing channels that best bridge that physical/digital divide - including direct mail - are being squeezed out of college marketing coursework.

Students who understand how direct mail can amplify digital marketing efforts will have a distinct advantage in a crowded job market. After all, the United States print and mail ecosystem remains a \$1.4 trillion industry, accounting for 1 of every 17 U.S. jobs.^a Yet there is a growing scarcity of young professionals with working knowledge of direct mail marketing.

Employers and clients stand to benefit from students' direct mail knowledge as well. Research shows that effective direct mail campaigns can achieve response rates of 9 percent, compared with <1 percent for all digital channels.^b By fully understanding the many ways direct mail can integrate with the digital world, your students will be well-positioned to help organizations effectively engage with customers across the marketing spectrum and help drive better marketing and business results.

To ensure your marketing students are fully prepared as they begin their careers, the United States Postal Service® (USPS®) is proud to offer collegiate-level direct marketing curriculum content. It is available today - **for free** - to use in your classrooms. The content can be used in its entirety as a standalone course, or professors can select the portions they find most meaningful to integrate within their existing classes.

ABOUT THE CURRICULUM

In collaboration with Bentley University and industry partners, USPS developed direct mail coursework that can be seamlessly incorporated into college-level marketing curriculum. Course materials are offered as modules that can be used individually, blended into existing curriculum, or as used as a complete 14-week course.

- Module 1** | Market Research and Customer Insights
- Module 2** | Direct Marketing Fundamentals
- Module 3** | Direct Mail Analytics
- Module 4** | Connecting Digital with Direct
- Module 5** | Creating a Real-World Direct Marketing Plan and Campaign

In addition to downloadable modules, USPS supplements the curriculum content by connecting schools and instructors to deep industry support, eager to engage with your students and drawn from local marketing firms, printing companies, and mail services providers.

DID YOU KNOW?

DIRECT MAIL'S

..... RESPONSE RATE IS

9X GREATER THAN THE BEST
DIGITAL CHANNEL^b

BUT

Direct mail + digital garners

39% 
more attention^c

AND

DIRECT MAIL CAMPAIGNS

..... THAT INCLUDE

EMAIL & WEB CHANNELS

SEE

37% BOOST IN
RESPONSE^d

a. Mailing Industry Job Study, EMA 2015

b. ANA/DMA 2018 Response Rate Report

c. Connecting for Action, Canada Post 2016

d. Direct Marketing Production Printing & Value-Added Services, InfoTrends 2015

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Real-World Experience via Industry Support

Beyond the curriculum content, USPS encourages professors to incorporate real-world experience into their courses. To facilitate experiential learning, USPS can connect instructors with marketing, printing, and mailing professionals who can help students take the course material from theory to reality - through guest lectures, exercises, and live client project experiences in integrated marketing.

Members of more than 140 Postal Customer Councils® (PCCs®) nationwide can help instructors implement the curriculum by:

- Providing resources such as guest speakers and real-world data.
- Assisting professors in developing use tests or direct mail challenges by connecting them with organizations seeking innovative marketing methods.
- Offering internships or work-study programs to students seeking hands-on work experience.
- Coordinating educational events at their locations.

Curriculum in Action

Bentley University first deployed the full marketing curriculum during the Fall 2017 semester. Focused on experiential learning, the curriculum was supported by visits from industry experts and guest speakers, site visits, and live client projects. Post-course surveys revealed that students:

- Appreciated the business focus industry experts and executives brought to the classroom.
- Felt they became better marketers as a result of the class.
- Gained a valuable experience for resume-building and job interviews.

After completing the course, two rising Bentley seniors even successfully pitched direct mail projects during their summer internships. To see how our partners at Bentley University taught direct mail within the context of an integrated campaign, watch the video at <https://postalpro.usps.com/academic-outreach/bentley-video>

Live projects take many forms. Clemson University built a graphic communications course offering where students worked on real client projects over a semester. You can learn more about the way they used this curriculum by watching the video at: <https://postalpro.usps.com/academic-outreach/clemson-video>



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 K.



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 R.



Everyone is so concerned with other digital marketing and social media marketing that people have forgotten about the traditional methods of reaching customers.

- Paige O.



I learned so much...because in school we focus a lot of our time on digital marketing and little on direct mail, but we should close this gap.

- Julia

GET STARTED TODAY! ●●●●●

The syllabus, lesson plan, and videos are available now through dmcourse.com. You can submit a request to receive the materials.

Need more information? Schedule a call with the USPS Academic Outreach team to discuss how the curriculum can best serve the needs of your students, your program, and your institution. Email DirectEffect@usps.com and a team member will follow up with you.