

DM: Direct and Interactive Marketing

DM 211 — Workshop in Direct Marketing

3 credits; 3 lecture hours

Students study direct and interactive marketing principles and practices and develop a multifaceted direct marketing plan.

Prerequisite(s): AC 114.

DM 300 — Direct & Interactive Marketing Principles, Issues, and Application

3 credits; 3 lecture hours

Students examine both the strategic objectives and capabilities of Direct Marketing as a unique tool in the marketing mix. They are challenged to get hands-on experience with Direct Marketing by designing their own Direct Advertising campaigns.

Prerequisite(s): AC 114 or equivalent marketing class.

DM 321 — Database Marketing

3 credits; 3 lecture hours

Students develop a database marketing plan and construct a functioning marketing database using Microsoft Access.

Prerequisite(s): DM 300.

DM 331 — Direct Response Copywriting

3 credits; 3 lecture hours

Students formulate creative strategies and develop direct marketing copy and design in workshop exercises. Students write copy and prepare design layouts for direct mail, catalogues, print ads, radio, TV, and interactive media.

Prerequisite(s): DM 300.

DM 421 — Direct Marketing Finance and Operations

3 credits; 3 lecture hours

Students are introduced to the basic finance and operations practices and procedures unique to direct marketing: financial management principles, math and profit analysis techniques, the process of production and mailing along with order processing, fulfillment, and telemarketing. Successful negotiations with suppliers is covered.

Prerequisite(s): DM 300 and MA 311.

DM 432 — Direct Response Media Planning

3 credits; 3 lecture hours

Students study the different forms of direct response media and analyze how each is best used. They prepare a comprehensive plan, including budgets, for a hypothetical company's product.

Prerequisite(s): DM 300.

DM 433 — Direct Marketing Communications

3 credits; 3 lecture hours

Students prepare a comprehensive business plan for a start-up direct marketing business. The plan is presented from the perspective of top management seeking capital from investors, and covers administration, staffing, marketing plans, fulfillment, sales projections, and income statement projections.

Prerequisite(s): DM 300.

DM 435 — Internet Marketing

3 credits; 3 lecture hours

Students are introduced to current marketing principles and practices on the internet. The course explores email, the internet, and search engine marketing (SEM) as practical applications used to create direct marketing plans and programs that integrate online and offline strategies. In addition, students study the legal and ethical issues involved in using the internet as a marketing tool.

Prerequisite(s): AC 111 or AC 114 or DM 300.