



**Douglas  
College**

## CURRICULUM GUIDELINES

**A:** Division: **Instruction**

Date:

**May 1999**

**B:** Department/ **Commerce & Business Admin.**  
Program Area: **Marketing Management**

New Course

☐

Revision

☒

If Revision, Section(s) Revised: **C, D,F,H,I,M,N,O,P,Q**

Date Last Revised:

**September 1986  
(formerly MARK 375)**

**C:** **MARK 235**

**D:** **Direct, Internet & Retail Marketing**

**E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course examines the concept of distribution as a marketing function. It embraces retailing, both in-store and non-store. Direct marketing and Internet marketing concepts are also covered. A combination of technology, communications and logistics is studied. The course covers integrating these techniques with the overall marketing process.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hrs.</b> <b>Seminar: 2 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  MARK 120 and (CMNS 115 or any English UT course)	
	<b>I:</b> Course Corequisites:	
	<b>J:</b> Course for which this Course is a Prerequisite:  <b>Nil</b>	
	<b>K:</b> Maximum Class Size:  <b>30</b>	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 10px;"></div> <div>Non-Credit</div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 10px; text-align: center; line-height: 30px;"><b>X</b></div> <div>College Credit Non-Transfer</div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 30px; margin-right: 10px;"></div> <div>College Credit Transfer:</div> <div style="margin-left: 100px;">Requested <input style="width: 30px; height: 30px;" type="checkbox"/></div> <div style="margin-left: 100px;">Granted <input style="width: 30px; height: 30px;" type="checkbox"/></div> </div> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain techniques and strategy brought about by the use of technology in marketing;
2. describe communications methods used in effective retail, direct, and internet marketing;
3. demonstrate an understanding of complex delivery channels;
4. demonstrate an understanding of management principles in the retail function;
5. explain the selection of a retail location, the methods used for forecasting sales, and the development of a merchandise mix;
6. identify the budgeting methods used in retailing and profitability considerations;
7. create and evaluate direct marketing campaigns and internet marketing programs;
8. explain various distribution methods and evolving trends in in-store and non-store retailing;
9. calculate the economics of marketing approaches in retail, direct and internet marketing;
10. explain how overall marketing strategy is adjusted to utilize these techniques effectively.

**N: Course Content**

1. Planning, Design and Application of the Retail, Direct and Internet Marketing Approaches:
  - < creating a plan, integrating with other business/marketing plans
2. Understanding In-store Retailing:
  - < trading area analysis and location considerations
  - < store layout and design
  - < personnel, management and staffing
  - < merchandising and the merchandise mix
  - < inventory control
  - < technology influences
  - < promotion
3. Understanding Direct Marketing:
  - < reasons for its growth
  - < formats, offers and response techniques
  - < lead generation
  - < creative considerations
  - < managing relationships
  - < research and testing
  - < monitoring, measurement and evaluation
  - < trends and future developments
4. Understanding Internet Marketing:
  - < market definition issues
  - < designing an on-line presence
  - < promotion in the virtual world
  - < interactivity with customers
  - < creating loyalty and image
  - < getting customers to use the site properly
  - < maintenance and updating
5. The Function and Role of the Buyer
6. Pricing Considerations
7. Techniques, Tools and Strategy Development
8. The Future of the Marketing Techniques
  - < managing the evolution of marketing tools
  - < latest concepts and trends

**O: Methods of Instruction**

This course will be studied through lectures, videos, case studies, workshops, guest lecturers, group discussions, computer applications, and industry-related projects.

**P:** Textbooks and Materials to be Purchased by Students:

Brady, R., E. Forrest et al. CyberMarketing, Latest Ed. NTC Publications

Brown, H.E., P.M. Saunders et al. Cases in Direct Marketing, Latest Ed. NTC Publications

**Q:** Means of Assessment

Case presentations	20%	
Assignments (2 - 4)		40%
Midterm examination		20%
Final examination	<u>20%</u>	
		<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

---

Course Designer(s)

G. Edwards, G. Tibbo

---

Education Council/Curriculum Committee Representative

---

Dean/Director

Jim Sator

---

Registrar

Trish Angus