



# EFFECTIVE: SEPTEMBER 2004

## CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision ☒ New Course ☐  
 If Revision, Section(s) Revised: **C, H**  
 Date of Previous Revision: **2001-01**  
 Date of Current Revision: **2004-09**

C: **MARK 2235 (formerly MARK 375)** D: **Direct, Internet & Retail Marketing** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: <b>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>		
<b>G:</b> Allocation of Contact Hours to Type 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 Hours</b> <b>Seminar: 2 Hours</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>MARK 1120 and CMNS 1115 or any English UT course)</b>	
	<b>I:</b> Course Corequisites:  <b>Nil</b>	
	<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;"> <input type="checkbox"/> Non-Credit  <input checked="" type="checkbox"/> College Credit Non-Transfer  <input type="checkbox"/> College Credit Transfer:         </div> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**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

<b>O:</b>	Methods of Instruction										
	This course will be studied through lectures, videos, case studies, workshops, guest lecturers, group discussions, computer applications, and industry-related projects.										
<b>P:</b>	Textbooks and Materials to be Purchased by Students										
	Brady, R., E. Forrest et al. <u>CyberMarketing</u> , Latest Ed. NTC Publications										
	Brown, H.E., P.M. Saunders et al. <u>Cases in Direct Marketing</u> , Latest Ed. NTC Publications										
<b>Q:</b>	Means of Assessment										
	<table><tr><td>Case presentations</td><td>20%</td></tr><tr><td>Assignments (2 - 4)</td><td>40%</td></tr><tr><td>Midterm examination</td><td>20%</td></tr><tr><td>Final examination</td><td><u>20%</u></td></tr><tr><td></td><td><u>100%</u></td></tr></table>	Case presentations	20%	Assignments (2 - 4)	40%	Midterm examination	20%	Final examination	<u>20%</u>		<u>100%</u>
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	<b>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</b>										
<b>R:</b>	Prior Learning Assessment and Recognition: specify whether course is open for PLAR										
	No										

Course Designer(s): **Gerard Edwards, Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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**Date: September 2004**