

# MASTER OF SCIENCE IN DIRECT MARKETING

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## Purpose

The Master of Science in Direct Marketing is designed to prepare graduates for management positions in the wide variety of companies that comprise the direct and interactive marketing industry, including business-to-consumer, business-to-business, not-for-profit, or service providers. This program presents students with a complete and comprehensive understanding of all technical and managerial elements of direct marketing to facilitate their development and career growth.

## Objectives

Graduates are trained to be technically proficient managers in the expanding field of direct marketing. Students learn state-of-art theory and practice from leading industry professionals to become skilled in the mechanics of the direct and interactive marketing industry as well as becoming knowledgeable and effective managers. Students develop an understanding of the latest techniques and technology that are being employed in the direct marketing industry from executives and experts in the field.

## Expectations of the Graduate

Upon completion, graduates of the Master of Science in Direct Marketing will be able to:

1. Create and produce direct marketing campaigns from the initial formulation of a concept to the actual artwork, graphics, photography and word copy that will be utilized in the promotion.
2. Plan and implement a strategic media campaign from development of budgets to the selection of media and vendors, scheduling, and production supervision.
3. Measure and analyze the outcome of a marketing campaign to determine its effectiveness and cost efficiencies, and to make recommendations for future efforts.
4. Create and develop customer databases for marketing analysis, customer segmentation and more effective targeting.
5. Understand the importance of customer service and building customer relations as well as the retention and maximization of the lifetime value of existing customers.

## Admission Requirements

Requirements for admission and matriculation include:

1. A completed application for Admission with the nonrefundable fee.
2. Applicants for admission to graduate study must hold a bachelor's degree with a grade point average (gpa) of 3.00 or higher from an accredited American college or university, or the equivalent degree from a foreign college or university. Applicants with a lower average may be considered for admission as a "Special Matriculant" based on professional experience. If admitted as a

"Special Matriculant", the student will be required to complete a specified number of credits with an overall gpa of 3.00 to continue in the program.

3. An Assessment of Admission by the specific Program Director or Designee.

All applicants whose native language is not English must demonstrate proficiency in English. The evaluation must measure reading, writing, speaking and an understanding of the spoken language at a level appropriate for graduate studies. Proficiency will be determined by a standardized test such as the Test of English as a Foreign Language (TOEFL) or a test(s) approved by the Dean of Graduate Studies.

## Program Requirements

1. At least two years of prior work experience. Applicant must submit resume summarizes work experience.
2. Two letters of recommendation that provide evidence of personal and professional qualifications for graduate study;
3. An interview with the Program Director or designee.

## Curriculum

Requirements for the Master of Science in Direct Marketing include:

7 Core Courses .....	21 credits
3 Advanced Courses .....	9 credits
1 Research Project .....	6 credits

Students must complete the Core Courses before taking Advanced Courses. They must then complete three Advanced Courses, which they choose from a list of courses offered.

## Core Courses

DMKT 500 Principles of Marketing .....	3 credits
DMKT 510 Fundamentals of Direct Marketing .....	3 credits
DMKT 520 Creative Basics for Direct Marketing .....	3 credits
DMKT 530 Strategic Media Planning for Direct Marketing .....	3 credits
DMKT 540 Direct Marketing Testing, Measurement, & Analysis .....	3 credits
DMKT 550 Database Development and Relationship Marketing .....	3 credits
DMKT 560 Fulfillment & Customer Service in Direct Marketing .....	3 credits

## Advanced Courses (choose three)

DMKT 610 Advanced Statistics & Modeling for Database Marketing ..	3 credits
DMKT 620 Advanced Creative & Copywriting for Direct Mail .....	3 credits
DMKT 630 Business-to-Business Direct Marketing .....	3 credits
DMKT 640 Direct Marketing on the Internet .....	3 credits
DMKT 650 Integrated Approach to Direct Marketing .....	3 credits
DMKT 660 Relationship Marketing .....	3 credits
DMKT 670 The Publishing Industry in Direct Marketing .....	3 credits
DMKT 675 Ethical and Legal Issues in Direct Marketing .....	3 credits
DMKT 680 Catalog Development & Marketing .....	3 credits

## Capstone Course

DMKT 710 Independent Research Project .....	3 credits
DMKT 720 Independent Research Project .....	3 credits

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**Total credits**

**36 credits**

## Scheduling

Courses are offered in four 10-week quarters throughout the calendar year. Students take two courses per quarter, so they are expected to complete the program in one and a half years.

## Maintenance of Matriculation

It is expected that students will fulfill the requirements for their graduate degree by registering over successive sessions. For cohort programs, registration is required during summer session(s). For non-cohort programs, summer registration is not required. Registration is accomplished by either enrolling in classes or Maintaining Matriculation. The Maintaining Matriculation fee is \$100 per session and is processed as a registration.

Students who have not maintained matriculation and wish to return to their program within one year after their last course will be charged the Maintaining Matriculation fee of \$100 for each missed session. Maintenance of Matriculation without attending classes is limited to one year. Activated US Military Reservists are not required to pay the Maintenance of Matriculation fee.

## Capstone Advisement

It is expected that Capstone students shall make satisfactory progress with their program's culminating activity. After the student registers for all sections of their Capstone requirement, they will be given one subsequent term to complete their work. The Maintaining Matriculation registration must be completed for this term if no other courses are taken. After this period, a Capstone Continuation fee (equal to the cost of one graduate credit) will be charged for each additional term required to complete the project.

A student's degree will not be released until all Maintaining Matriculation and Capstone Continuation registration and fees are recorded appropriately on a student's record.

## Maintenance of Good Academic Standing

The cumulative grade point average (gpa) for both good academic standing and degree conferral is a 3.00. A student admitted as a Special Matriculant is required to achieve a 3.00 average or better after completing a certain number of credits as stipulated by their respective program. Grades are subject to review by the faculty advisor and Program Director at the end of each term. If the academic average falls below 3.00 the student will be placed on academic probation.

## Academic Probation

All students who have a gpa of below 3.00 will be placed on academic probation. If a student will not be able to achieve a cumulative gpa of 3.00 within a reasonable time, the student will be dismissed from the program. If a student receives a grade of "F" in any course the student may be subject to dismissal from the college.

For all students on probation, future registrations must be reviewed and approved by the Director of the student's program as well as the Graduate Dean.

In all subsequent terms in which the student is on probation the student is required to achieve a term gpa of 3.00 or better. If the 3.00 or higher is not achieved the student will be dismissed. Students who receive a grade of less than "B" may be required to repeat the course. Students will be allowed to repeat a course only once.

## Degree Requirements

To be eligible for graduation students must complete all 36 credits of the program with a grade point average of 3.00 or better. The words “With Distinction” will appear on the diploma of a student whose grade point average, upon meeting all requirements for graduation, is at least 3.75.

## Time Limit

Requirements for M.S. degree must be completed within five years from the candidate’s date of matriculation (exclusive of time spent in the Armed Forces). Exception may be made by the Program Director if the candidate’s request demonstrates circumstances beyond the student’s control that temporarily interfere with the ability to complete the program on time.

## — Course Descriptions — Direct Marketing

### **DMKT 500 Principles of Marketing**

Introduction to marketing as a functional area of the business enterprise, and an analytical survey of the problems encountered in developing, pricing, promoting and distributing goods and services. This course emphasizes the role of the consumer in the marketplace; examines the nature and fundamentals of marketing management; and focuses on the development of a marketing plan and the functional tools available to the marketing in manager to implement the plan. The course draws specific attention to planning, organizing, directing and controlling of the marketing function. 3 credits.

### **DMKT 510 Fundamentals of Direct and Interactive Marketing**

This course introduces students to the basic principles and practices of direct and interactive marketing. Topics include the history and development of direct marketing; orchestrating the various players in the field for maximum marketing success; understanding how to save money through proper use of USPS procedures; the essentials of measurability and analysis of direct and interactive marketing results; and the use of databases in direct marketing. 3 credits

### **DMKT 520 Creative Basics for Direct Marketing**

This course focuses on the process of creating and producing direct marketing campaigns, beginning with the selection of a product or service based on market research. The course covers offer development; creative concept to mailing (direct mail packages, solos, catalogs, coops, card decks, PIPs, blow-ins, space ads); working with the creative team (direct response agencies, graphic artists, copywriters, creative consultants); elements of sales promotion mix (tokens, coupons, sweepstakes, contests); and scheduling production with computer service bureaus, printers, and lettershops. 3 credits

### **DMKT 530 Strategic Media Planning for Direct Marketing**

This course focuses on the media of direct marketing. Topics include the functions of list brokers, list managers, media buyers, and alternative media brokers; types of mail lists (consumer/B-T-B, response/compiled, buyers/inquirers, TV generated, space generated, direct mail sold, subscribers); criteria and techniques for list selection (geo/ demo/ psychographics, house file/rental files, segmentation, CPM, testing, interfacing with database segmentation and modeling capabilities); placing different types of media; merge/purge criteria and processing (house file, rented lists, suppression files); list hygiene; and list rentals. 3 credits

**DMKT 540 Direct Marketing Testing, Measurement, and Analysis**

This course focuses on the methods of measuring, testing, analyzing, and increasing the effectiveness of direct marketing. Topics include break even projections; testing offer, price, lists, media, and product; testing, analyzing R/F/M, and implementing results; identifying winners; using spreadsheets; determining the lifetime value of a name; and budgeting and forecasting. 3 credits

**DMKT 550 Database Development and Marketing**

This course explores the development and use of databases in direct marketing. The course covers creating and updating databases (internal or external); market and customer segmentation and application; how databases are used in relationship marketing and customer retention; the process of developing and integrating internal databases; and use of data minding and modeling techniques. Emphasis is placed on techniques for creating customized communications to meet customer needs and preferences. 3 credits

**DMKT 560 Fulfillment and Customer Service in Direct Marketing**

This course focuses on fulfillment and customer service in direct marketing. Topics include dealing with fulfillment houses; timeliness and measurement of customer satisfaction; product versus publication fulfillment; inquirer conversion analysis (dollars versus numbers); tabulating and using backend fulfillment reports to enhance current customer satisfaction; developing ancillary or offshoot products to create new customers and revenues; on-line order processing; and inventory management. 3 credits

**DMKT 610 Advanced Statistics and Modeling for Database Marketing**

This course enables students to acquire an in-depth understanding of the latest techniques and systems being used to obtain greater value from marketing databases. Students learn the regression analysis techniques to segment customers and increase marketing effectiveness. The types of segmentation include demographic, behavioral or psychographic, and product and purchase segmentation. Statistical techniques are used to identify common characteristics of similar groups of customers, and advanced modeling examines data warehouse systems and data mining techniques. 3 credits

**DMKT 620 Advanced Creative and Copywriting for Direct Mail**

This course provides a deep and extensive analysis of the creative and copywriting elements of direct marketing. Students are guided by top industry professionals as they learn to create eye-catching graphics and to write persuasive copy. They will be able to apply knowledge of this topic to real world situations, with graphics and copy that they design and write themselves. 3 credits

**DMKT 630 Business-to-Business Direct Marketing**

This course focuses on the unique discipline of business-to-business marketing, which requires different knowledge and skills than marketing to consumers. Students learn how to evaluate various business list sources, how to use SIC and DUNS numbers, how to obtain names of key decision makers, and how to target different business segments. The course presents examples of different direct mail creative packages, offers, catalogs, and response devices to obtain sales from business buyers. The course also shows how to integrate direct mail and telemarketing creatively for effective business direct marketing campaigns and how to track campaign performance. 3 credits

**DMKT 640 Direct Marketing on the Internet**

This course confronts the decline in effectiveness of mass media advertising and examines the added value of integrating advertising, direct response, sales promotion, and public relations to provide clarity, consistency, and maximum impact for a modern company's marketing campaign. Students learn how to create and allocate integrated budgets, how to research and develop and implement an integrated marketing strategy with all the necessary mechanisms of measurement and accountability. 3 credits

#### **DMKT 650 Integrated Approach to Direct Marketing**

No medium has grown so fast nor opened so many marketing opportunities as the Internet has in recent years. In order to survive the rapid technological changes in marketing, companies will have to change the traditional relationships they have had with their customers. Though advances in databases and communication technologies will allow division of consumer and business markets into ever more targeted segments, students will learn that marketing will still utilize traditional creative strategies, implementation, customer service, and database management. 3 credits

#### **DMKT 660 Customer Relationship Marketing**

This course focuses on the one-on-one relationship between the seller and the customer. Students learn techniques for building a customized communications program to the customer, acquiring insight into the customer's needs, defining the stages of customer loyalty and using the power of marketing databases to communicate and satisfy those needs. Students will develop a relationship marketing program that provides individualized attention, a closed-loop communications process, and targeted offers. Students will also learn how to determine a customer's lifetime value and return on investment. 3 credits

#### **DMKT 675 Ethical and Legal Issues in Direct Marketing**

This course will provide students with a thorough grounding in current issues of ethical and legal concern to direct marketers. Conflicting points of view about the ethics of various direct marketing business practices will be discussed nonprescriptively. Current and proposed laws and regulations, and significant court cases, will also be discussed. 3 credits

#### **DMKT 680 Catalog Development & Marketing**

Learn the latest state-of-the-art procedures for producing one of the direct marketing industry's most effective tools – the catalog. Students will learn all aspects of the consumer and b-to-b catalog business from catalog development to merchandising to call center operations to fulfillment. This course will examine the conditions and procedures necessary to ensure success and profitability. 3 credits

#### **DMKT 710 Independent Research Project**

The Independent Research Project will be the comprehensive requirement of the program. Students will do independent research on an issue in direct marketing under the guidance of a faculty mentor, and they will present their findings in a paper. The project will provide students with an opportunity to explore specialized areas of direct marketing that may not be covered by the required courses.

In this section of the project the student, working with their mentor, will finalize the area of concentration for the paper; create a title for the paper, which will further crystallize this concept; prepare a preliminary outline; and conduct the necessary research to write the paper. 3 credits

#### **DMKT 720 Independent Research Project**

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Once the student has completed the in depth research required to write the paper a comprehensive outline will be submitted to the mentor. Upon approval the student will write the paper, having each chapter approved by the mentor before proceeding. Upon submission of a preliminary draft it will be read by an expert in the field the paper was written. Upon approval a final draft will be submitted to the college for inclusion in its library. 3 credits

### **DMKT 890 Capstone Continuation**

Students who have completed all coursework but have not completed their capstone project within the required subsequent term must register for this course each subsequent term until the project is completed. No Credit but Cost is equivalent to 1 credit.

### **DMKT 899 Maintenance of Matriculation**

Students are expected to register in successive terms to maintain status as a matriculated student. However, if a student cannot enroll in a term, maintenance of matriculation is required.

The fee is \$100 per term and is processed as a registration. Maintenance of Matriculation without attending class is limited to one year. Students who have not maintained matriculation and wish to return to their program within one year after their last course will be charged the fee for each missed term. Activated US Military Reservists are not required to pay the fee. No credit.