

**MARK 4290 Customer Retention & Acquisition (Digital & Direct Marketing)  
Fall 2018**

L1: Monday & Wednesday 0900-1020 LSK 1003

L2: Monday & Wednesday 1030-1150 LSK 1003

---

Instructor: Prof. Eugene R. Raitt  
Office: LSK4016C  
Email: [generaitt@ust.hk](mailto:generaitt@ust.hk); generaitt@yahoo.com  
Office Hour: By appointment

Teaching Assistant: Ms. Pauline Chan  
Office: LSK4025  
Email: paulinechan@ust.hk  
Office Hour: By appointment

### LEARNING OBJECTIVES

1. To gain a broad, but deep understanding of the underlying principles of digital & direct marketing, particularly as they relate to customer acquisition & retention.
2. To thoroughly understand and be capable of implementing a wide variety of digital & direct marketing programs.
3. To gain enough insight into each functional specialty of digital & direct marketing so that you may in the future choose an area of specialization if desired.
4. To lay a solid foundation of knowledge in the event you choose to pursue a career in digital/direct marketing.

### COURSE FORMAT

#### LECTURE

In this elective course, we will incorporate prior learning in marketing and give practical examples of how the basic principles are used in digital & direct marketing. The clear differences between General Advertising and Digital & Direct Marketing in customer acquisition and retention will be explained in detail.

There will be extensive use made of videos to illustrate the principles taught, and analysis of video material will be required to answer exam questions.

Participation is not just encouraged, but required, thus there will be classes where you will be asked to come prepared with 2 or 3 questions either from the readings or other material presented.

### COURSE MATERIALS

Required Reading: “The Medium is the Message”, Marshall McLuhan. “2,239 Tested Secrets for Direct Marketing Success”, Don Jackson. “Successful Direct Marketing Methods, 8<sup>th</sup> Edition, Stone and Jacobs.

Lecture slides: Lecture slides will be provided on the course website prior to each class. However, depending upon only the lecture slides will leave students at an extreme disadvantage.

## COURSE MAILING LIST AND WEBSITE

A class mailing list is set up to disseminate information and make announcements. All students that have enrolled in this course are automatically included in this list.

The course website is on Canvas (<https://canvas.ust.hk/>). Lecture slides, announcements, and other materials will be regularly posted to this site. Please contact the TA if you have trouble logging in or accessing the materials.

## COURSEWORK AND ASSESSMENT

The coursework requirements are listed in the following table:

<i>Coursework</i>	<i>Points (%)</i>
Exam #1	30
Exam #2	30
Exam #3	30
Class Participation	08
Research Credit	2
TOTAL	100

### EXAMS

There will be three exams during the semester, each carrying equal weight. All grades count, so your lowest score isn't discarded as in some other courses. Each exam will be based primarily upon the material covered during the interval between exams, but a small portion might be cumulative in nature due to natural "spillover" amongst topics and segments.

In case you are not able to take the exams on the scheduled time due to serious illness or circumstances, the school policy on "Illness or Other Circumstances Affecting Assessment" will be followed (see below). Only students with approved exceptions will be allowed to take a make-up examination and the exam will be different from the exam-day version and substantially more difficult. Students with denied exceptions will not earn any points for missing any exam.

#### *ILLNESS OR OTHER CIRCUMSTANCES AFFECTING ASSESSMENT (UG Academic Regulation:7.5)*

*If students wish the University to take into account illness or some other extenuating circumstances that have affected their performance in an examination, or ability to attend an examination, or to complete other assessment activities, they must report the circumstances of the case in writing and provide appropriate documentation to ARRO within one week of the scheduled date of the assessment activity. The Director of ARRO will review the case and make a recommendation to the relevant Dean, the Dean's designate or the Director of IPO. ([http://arr.ust.hk/reg/em/em\\_std\\_reg/reg\\_makeup.html](http://arr.ust.hk/reg/em/em_std_reg/reg_makeup.html)).*

*Please go to <http://arr.ust.hk/reg/forms/EX-16.pdf> to download the Report on Illness or Other Circumstances Affecting Assessment Form.*

### CLASS PARTICIPATION

You are expected to attend every class and be on time. However, attendance itself is not sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your

insights and viewpoints to the critical judgment of your classmates. Thus, you are expected to be prepared for class by reading the assigned materials and contributing to class discussions. To encourage discussions, I may randomly call on students to volunteer their point of view about the assigned readings/cases. Don't be afraid to express your opinions. Remember, there are often no right or wrong answers in class discussions. Instead, good answers and ideas are discovered via collaborative discussion together.

### RESEARCH CREDIT

HKUST is a research institution. We, therefore, encourage students to earn research credit. Students enrolled in marketing classes are expected to earn 2 research credits (worth 2% of the grade). This can be done by either participating in two research experiments (1 hour each) or completing two research assignments. Details will be posted on the course website.

## GRADING STANDARDS

### GRADING

No letter grade will be assigned for individual tests or assignments. Final grades will be absolute, based solely on your own performance. After the semester is over, your numerical grade will be converted to a letter grade ranging from A+ down. The grade conversion table will be placed on the course website on Canvas.

### APPEAL PROCEDURE

Out of fairness for other students, I generally do not entertain requests for re-grading an exam. If you believe, however, that your answer on a particular question of an exam has been misunderstood, you need to submit a request to be reevaluated **within one week** of receiving your score. Please attach a typed note to your exam with your name, student ID, and a short explanation for why you feel your answer deserves more points. Explanations should be specific and pertain to **the content of the question** only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than X's" will not be acceptable. Please note that a re-evaluation request for a particular segment of the exam will lead to a complete re-evaluation of the entire exam. Thus, this comprehensive re-evaluation may cause your overall score to go up, stay the same, or go down. I will return your final grade within one week of receiving your request.

## INSTRUCTOR AS A RESOURCE

Concerns, clarifications about the course materials, and any form of feedback are welcome. If there are concerns about course-related issues, bring them to my attention as soon as possible. Do not wait till the end of the quarter to have them resolved. If you wish to see me outside class, please schedule an appointment either in class or through email. If you wish to contact your TA, please directly contact her via email to set up an appointment.

## ACADEMIC INTEGRITY

Students are required to maintain the highest standards of academic integrity. You are expected to work independently on all exams and assignment. Breaches of these standards of academic integrity include, but not limited to, cheating, plagiarizing, consulting external sources (including the Internet) in completing an assignment, test, or project in which such behaviors are prohibited.

## TENTATIVE COURSE SCHEDULE

*\*\*Any changes will be announced either in class or through email/course website in advance.*

Wk	Class	Day	Date	Topic	Notes
1	1	Mon	Sep 3	Course Introduction	
	2	Wed	Sep 5	Digital/Direct Marketing Essentials	
2	3	Mon	Sep 10	Digital/Direct Marketing vs. General Advertising ATL/BTL	
	4	Wed	Sep 12	BTL – Digital/Direct Mktg	
3	5	Mon	Sep 17	The Basic DDM Equation & Media	
	6	Wed	Sep 19	The Offer	
4	7	Mon	Sep 24	Creative & Creative Development	
	8	Wed	Sep 26	Exam #1	
5	9	Mon	Oct 1	Public Holiday, National Day	
	10	Wed	Oct 3	Exam Review	
6	11	Mon	Oct 8	Elements for Predicting Response: RFM, Segmentation	
	12	Wed	Oct 10	Viral Marketing	
7	13	Mon	Oct 15	Guest Lecturer, Roland Leung, Director, Innovation APAC, GfK Retail & /Technology	
	14	Wed	Oct 17	Public Holiday, Chung Yeung	
8	15	Mon	Oct 22	Back-End Operations	
	16	Wed	Oct 24	How To Critique DDM	
9	17	Mon	Oct 29	Question Day + Review	
	18	Wed	Oct 31	Exam #2	
10	19	Mon	Nov 5	Exam Review	
	20	Wed	Nov 7	Guest Lecturer, David Ketchum, CEO Currentasia	
11	/	Mon	Nov 12	Market Research	
	/	Wed	Nov 14	Testing	
12	21	Mon	Nov 19	Simple Test Design	
	22	Wed	Nov 21	Big Data, AI, Wrap Up	
13	23	Mon	Nov 26	Gene's Super Secret Job Tips	
	24	Wed	Nov 28	Exam #3	
	/				

--	--	--	--	--	--