

Revised Edition! Scheduled for Release Fall 2008

Price: \$79

E-book publication

2008 Update

Elements of Direct, Interactive, and Multichannel Marketing

A Survey Course of Concepts, Strategy, and Applied Learning



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- Updated with new statistics
- Formatted for online publication
- Reviews new marketing practices
- Expanded PowerPoint notes

- Developed as a model curriculum
- Aids instructors of undergraduate courses in:
 - Direct, interactive and multichannel marketing
 - General marketing
 - Overall business management
- Designed for three credit hours
- Provides an overview of targeted, response-based marketing as a topic of advertising, sales and marketing, business management, and organizational communications.
- Seven initial modules provide a 15-week survey course that reviews:
 - Mathematics
 - Strategic planning of a direct enterprise and its programs
 - Testing and research
 - Media and creative development
 - Budget management
- Addenda further enhance the course with information and discussion of careers, ethics, and hot consumer topics of SPAM, Do Not Call, and Privacy

2 Ways to Order:

- In-person at DMEF's Literature Table at the Direct / Interactive Research Summit during the DMA '07 Annual Conference.
- Online at: www.the-dmef.org