JOURNALISM 4012.001

Direct & Interactive Response -- Fall 2009

**TEXT**: None. You will be using several sources.

 Class Schedule

## Class

**Date** Session Topic

# MONDAY 8-31 Introduction of course material followed by: Managing a Website and Its Content (Frank Heinz) & So You Want to be a Blogger (Tim MacMahon).

**5:30 p.m.**

**Visit** – UNT Denton campus, GAB 204.

**Speaker**– Frank Heinz, Managing Editor, nbcdfw.com, KXAS-TV (Channel 5), 3900 Barnett St., Fort Worth, Tx 76103, (817) 654-6338, frank@heinz5700.com

**Speaker**—Tim MacMahon, Dallasnews.com sports blogger, The Dallas Morning News, tmacmahon@dallasnews.com.

## Directions -- Directions – UNT Denton campus, GAB Room 204.

**9-7 Weekly Report # 1**

 **Mandatory Recent Photo & Resume due online by 11:55 p.m.**

**MONDAY 9-14 All You Ever Wanted to Know about Email Campaigns & Lists**

**5:30 p.m.**

**Visit** – UNT Dallas Campus, 7300 Houston School Rd., Dallas 75241,

972-780-3600, unt.edu/unt-dallas. Room 252; if changed, ask for the room number at the main information desk in the lobby.

**Speaker –** Laura McClendon, President, AllMedia, 469-467-9100 x100, lmcclendon@allmediainc.com, 6900 Dallas Parkway, Ste 750, Plano, Tx 75024.

**Directions** – **UNT Dallas Campus**, 7300 Houston School Rd., Dallas 75241,

972-780-3600 (see map at <http://www.unt.edu/unt-dallas/>).

**9-21 Weekly Report # 2**

# MONDAY 9-28 Databases & Direct Marketing – What a Direct Agency Does

**5:30 p.m.**

**Visit** – UNT Denton campus, GAB 204.

**Speaker**: Jodi Williamson, Vice President Agency Marketing, Epsilon, 4401 Regent Blvd., Irving, Tx, 75053 (972) 582-9642, jwilliamson@epsilon.com

**Directions** – UNT Denton campus, GAB Room 204.

**10-5 Weekly Report # 3**

## MONDAY 10-12 Web Design, Development and Analytics – Search Engine Optimization and Pay-Per-Click—Social Media

**5:30 p.m.**

## Visit – UNT Denton campus, GAB 204.

**Speakers**: Jason Burgess (214) 725-5313 Jason@yellow7.com & Anthony Zapata

(214) 682-5843 z@dexteritymedia.com, both from Yellow7 Interactive: Marketing. Advertising. Design. Search, 104 Hardwicke, Little Elm, Tx 75068, yellow7.com

## Directions – UNT Denton campus, GAB Room 204.

**10-19 Weekly Report # 4**

**MONDAY 10-26 Combining Database Marketing, Direct Mail, Print on Demand & Online Service into One Business Venture**

**5:30 p.m.**

**Visit** – UNT Denton campus, GAB 204.

**Speaker**– Ken Murphy, Chairman of the Board, Arken Technology (and associates), 972-257-4354, murphyk@kwmstables.com, 1150 Enterprise Dr., Ste 200, Coppell, Tx 75019.

## Directions – UNT Denton campus, GAB Room 204.

**11-2 Weekly Report # 5**

# MONDAY 11-9 The Latest in Online Marketing

**5:30 p.m.**

**Visit** – UNT Denton campus, GAB 204.

**Speaker**: Mike Heronime, Director of Strategic Services, Numantra, (214) 394-6137, mheronime@numantra.com

## Directions – UNT Denton campus, GAB Room 204.

# MONDAY 11-23 COMPLETED ASSIGNMENT due on WebCT by 11:55 p.m.

## Visit – WebCT Blackboard.

SPECIAL NOTE: If a student requires special special accommodations, the student should contact the teacher of this course or the Office of Disability Accommodations.

**Books if you**  Successful Direct Marketing Methods, Bob Stone, 8th ed., McGraw-

**need help:** Hill, 2008

 Direct Marketing: Strategy, Planning, Execution, Edward Nash, 4th ed.,

 McGraw-Hill, 2000.

WebCT Vista: To gain access to this class go online to unt.edu, click on Blackboard at the top of the page, and enter your EUID and your password.

GRADING: **Total**

ASSIGNMENT

 Question 1 0-5 points 5

 Question 2 0-15 15

 Question 3 0-20 20

 Question 4 0-10 10

 Question 5 0-40 40

 Question 6 n/a n/a

 Question 7 0-10 10

 Total 100 points

* Your final grade in the course will be determined by how well you complete your ASSIGNMENT and your Weekly Reports by each deadline, and how you do in comparison to everyone else in the class – just like in real life.
* Your final grade will be posted on WebCT on **Dec. 7**.

ASSIGNMENT:

* Your Assignment is due on **WebCT Vista by 11:55 p.m.,** or sooner, on **Monday, Nov. 23**. SUBMIT YOUR ASSIGNMENT IN THE BOX PROVIDED ON THE Assignment page AND AS AN ATTACHMENT. None will be accepted late.
1. For every social network that you belong to, go to **SOCIAL SITES** under Discussions on WebCT and enter that information so anyone in the class can connect with you on any your networks.
2. Under the Discussion section of WebCT you are responsible for five (5) **Weekly**

**Reports** due by 11.55 p.m. on each date shown in the Class Schedule.

 Each weekly report should be 150 words or less telling us new information you

have discovered in this class and how you can use that information. **In addition**,

each time you post your Weekly Report, list the top 10 stories for that two week

period (in priority order) that you judged to be the most informative and useful to

you (after signing up for the email alerts on each of the following sites (see 6.

below): fastcompany.com; aaaa@smartbrief.com; iab@smartbrief.com; and

news@mediapost.com. These are mandatory sites that you must use

but if you want to add others to get email updates from, feel free to do so.

1. Make a list and put in priority order the top 15 terms and their definitions that you

learn from (or that relate to) each speaker in each class meeting.

1. List three (3) websites or industry related publications that you found that relate to

the topic(s) discussed **by each speaker** at each class meeting. You cannot use the same sites that are listed in 6. below.

1. Read the entire Course Content on WebCT. Using ideas from all six (6) parts of the Course Content and everything you’ve learned from the speakers and the sources listed in 6. below, develop a direct and interactive database and accompanying online communication program for the Frank W. and Sue Mayborn School of Journalism. Present the material as if you had received an RFP (request for proposal) and were showing it to the leadership of the new School to win the business against all competitors (your classmates). Support how you would construct your database (including a sample) and your choices of communication media (including social media) with research as to why you chose each. RESTRICT YOU MATERIAL TO ONE FILE or LOCATION (like ning.com) WHEN YOU TURN IT IN to make it more user friendly on the client. Your work will be evaluated by some of the professional speakers you have heard in this class.

1. To help you with 5. above, you must be familiar with all of the sites and sources below.

adage.com

adage.com/webvideoreport

adweek.com

arbitron.com

brandchannel.com

communitelligence.com

fastcompany.com

hubspot.com

iab.net

internetworldstats.com

marketingprofs.com

mediapost.com

nielsen.com

prsa.org

searchenginewatch.com

smartbrief.com

the-dma.org

wilsonweb.com

Five (5) categories of blogs:

Journalistic

 Personal

 Corporate

 Internal

 Marketing

Six (6) categories of online subjects:

Tracking sites

 Sitevolume.com

 Xinureturns.com

 Summize.com

 Twemes.com

 Google Analytics

 Quantcast.com

Social Media

 YouTube

 Facebook

 MySpace

 Bebo

 Ning

 Linkedin

Media Sharing sites

 YouTube

 Flickr

 Seesmic

 Oovoo

Microblogging

 Twitter

 Utterli

 Plurk

Bookmarking/Aggregators

 Digg

 StumbleUpon

 Reddit

 Fark

 Del.ici.ous

A Content Source

 Google News/Google blogs

 Technorati

 Ice Rocket

 Cyberalert

 CustomScoop

e-Watch

BuzzLogic

Radian 6

RSS feeds

Tweetscan

Twemes

SiteVolume

1. Identify and furnish the contact information (name, address, website, phone number, email address, contact person’s name) for a mailing house (also known as a letter shop) and answer the following questions: (1) What functions do they perform? (2) How do they charge for each function? (3) Why is it beneficial for clients to use them? (4) How do they differ from Bulk Mailing Centers (BMCs)? (5) How many BMCs are there in the country? (6) How many BMCs are there in the Dallas-Fort Worth area?

Class Attendance: Mandatory if you are to keep up with the material in this course. Please

let me know ahead of time (by cell phone) if you must be absent, and clear the reason with me. **You must tour each business and hear each speaker to successfully complete the course. So if you miss a class meeting, you must arrange your visit to that business directly with the contact source listed above, and then confirm with me via e-mail after you have visited that business. I will then confirm your visit with that business.**

Course 1. Provide a review of general principles of direct response and interactive as

Goals: introduced in undergraduate courses.

 2. Develop a working understanding of the applications of direct

 response and interactive principles and practices to all functions of the

 communications field (advertising/public relations/marketing/

 advertising/design/print/broadcast/news/etc.).

 3. Help each student understand, question and accept the general

 subject of direct response and interactive, utilizing true-life examples.

4. Develop an awareness of the new technology available to everyone who

 might use direct response and interactive techniques or want to work in

 the industry.

5. Encourage students to think critically, creatively and independently.

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Internet: http://www.jour.unt.edu/facprofiles.htm#