

## NEWSLETTER - May 1, 2001

### Issue: #175-2001

---

### In This Issue:

1. [Feature Paper](#) - Is is Direct Marketing or Advertising?
  2. [Tip of the Week](#) - Special Forms of Marketing Communications: Direct Marketing
  3. [Call for Papers](#) - 6th Annual Fall Educators' Conference
  4. [Call for Papers](#) - Allied Academies International Internet Conference
  5. [Call for Papers](#) - Allied Academies International Conference
  6. [Conference](#) - 2001 Family Business Educators Conference
- 

### Feature Paper

#### Is it Direct Marketing or Advertising?

This paper was presented by Jef I. Richards, from the University of Texas, and Catharine M. Curran, from Creighton University, at the 30th Annual Meeting of the Western Decision Sciences Institute in Vancouver, Canada, on April 3-7, 2001.

The definition of "direct marketing" remains illusive, but it is important that we know where this field begins and ends. Academics and practitioners, alike, have taken issue with definitions commonly in use, and some have attempted to provide their own solution by crafting their own definition. This paper, too, attempts to confront this problem, but in a smaller way, by addressing only a single important aspect of direct marketing: its juxtaposition vis a vis advertising. As part of a larger Delphi Panel study, questions explored this relationship. Those results are presented here, and the implications are discussed.

To read this entire paper on direct marketing, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/WDSI/pdf/papers/pt5/241.pdf>

---

### Tip Of the Week

#### "Special Forms of Marketing Communications: Direct Marketing?"

The Direct Marketing Association defines direct marketing as an interactive marketing system that produces measurable results and uses one or more media to start or complete a sale. As the name implies, direct marketing involves an exchange with individuals whose names and addresses are known to the company. Companies use direct mail, telemarketing, television, print, another media to generate responses and build databases filled with purchase histories and other information about customers. By contrast, mass marketing efforts are typically aimed at broad segments of consumers with certain demographic, psychographic, or behavioral characteristics in common. Other differences between direct

marketing and "regular" marketing are as follows:

- **Direct Marketing:** Marketer adds value (creates place utility by arranging for delivery of product to customer's door.
- **Mass Marketing:** Product benefits do not typically include delivery to customer's door.
  
- **Direct Marketing:** Marketer controls the product all the way through to delivery.
- **Mass Marketing:** Marketer typically loses control as product is turned over to distribution channel intermediaries.
  
- **Direct Marketing:** Direct response advertising is used to generate an immediate inquiry or order.
- **Mass Marketing:** Advertising is used for cumulative effect over time to build image, awareness, loyalty, and benefit recall. Purchase action is deferred.
  
- **Direct Marketing:** Repetition is used within the ad.
- **Mass Marketing:** Repetition is used over a period of time.
  
- **Direct Marketing:** Customer experiences high perceived risk since product is bought unseen. Recourse may be viewed as distant or inconvenient.
- **Mass Marketing:** Customer perceives less risk due to direct contact with product. Recourse is viewed as less distant.

"Global Marketing," Keegan, Warren J., and Green, Mark S., Prentice-Hall, Inc., 2000, pages 552-553.

## Call For Papers

### 6th Annual Fall Educators' Conference

The Marketing Management Association will be conducting the sixth annual Fall Educators' Conference on September 20-21, 2001 in St. Louis, MO. This conference allows a quality forum for faculty who teach marketing and other business disciplines to exchange ideas and enhance their teaching skills. As a professional development conference, the emphasis is on enhancing the teaching and learning processes and scholarship in these areas

Submission deadline for papers: **July 15, 2001**

For more details on the this conference, visit <http://ac.stephens.edu/mma>

## Call For Papers

### Allied Academies International Internet Conference

The Allied Academies will hold its 2nd International Internet Conference beginning on July 16-30, 2001. To provide you with maximum outlets for your research, the Allied Academies will hold joint meetings of all its member academies:

THE INTERNATIONAL ACADEMY FOR CASE STUDIES  
 THE ACADEMY OF ENTREPRENEURSHIP  
 THE ACADEMY OF ACCOUNTING AND FINANCIAL STUDIES  
 THE ACADEMY OF MANAGERIAL COMMUNICATIONS  
 THE ACADEMY OF EDUCATIONAL LEADERSHIP  
 THE ACADEMY OF MARKETING STUDIES  
 THE ACADEMY OF STRATEGIC AND ORGANIZATIONAL LEADERSHIP  
 THE ACADEMY OF FREE ENTERPRISE EDUCATION  
 THE ACADEMY OF INFORMATION AND MANAGEMENT SCIENCES  
 THE ACADEMY FOR STUDIES IN BUSINESS LAW  
 THE ACADEMY FOR ECONOMICS AND ECONOMIC EDUCATION  
 THE ACADEMY FOR STUDIES IN INTERNATIONAL BUSINESS

We encourage multiple submissions to multiple Academies to permit members to obtain maximum synergy. Registration for the conference is required of at least one author for every manuscript.

Submission Deadline: **July 2, 2001**

For further information on this conference, visit <http://www.alliedacademies.org/internet-call.html>

---

## Call For Papers

### Allied Academies International Conference

The Allied Academies will hold its Fall 2001 International Meeting in Las Vegas, Nevada, on October 10-13, 2001, with registration materials due **September 17, 2001**. To provide maximum outlets for your research, we will hold joint meetings of all member academies:

THE INTERNATIONAL ACADEMY FOR CASE STUDIES  
 THE ACADEMY OF ENTREPRENEURSHIP  
 THE ACADEMY OF ACCOUNTING AND FINANCIAL STUDIES  
 THE ACADEMY OF MANAGERIAL COMMUNICATIONS  
 THE ACADEMY OF EDUCATIONAL LEADERSHIP  
 THE ACADEMY OF MARKETING STUDIES  
 THE ACADEMY OF STRATEGIC AND ORGANIZATIONAL LEADERSHIP  
 THE ACADEMY OF FREE ENTERPRISE EDUCATION  
 THE ACADEMY OF INFORMATION AND MANAGEMENT SCIENCES  
 THE ACADEMY FOR STUDIES IN BUSINESS LAW  
 THE ACADEMY FOR ECONOMICS AND ECONOMIC EDUCATION  
 THE ACADEMY FOR STUDIES IN INTERNATIONAL BUSINESS

We encourage multiple submissions to multiple Academies to permit members to obtain maximum synergy. Registration for the conference is required of at least one author for every manuscript. However, we do require every participant to register for the Conference.

Submission Deadline: **September 17, 2001**

For further information on this conference, visit <http://www.alliedacademies.org/vegas-call.html>

---

## Conference

### 2001 Family Business Educators Conference

The 2001 Family Business Educators Conference will be held in Madison, Wisconsin, on June 6-8, 2001, and the theme is Transitions in a Changing Environment. Learn, share, network and strategize with the best minds in the family business education community! Today's rapidly and constantly changing business environment forces family businesses to address the ever-competing needs of their clients, employees and family members. Four dynamic keynotes and more than 20 stimulating workshops will explore a variety of techniques to help family business educators face Transitions in a Changing Environment.

For further information on this conference, visit <http://www.ffi.org/conference/2001mw/index.html>

- 
- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Richard Armstrong at [rea7401@cub.uca.edu](mailto:rea7401@cub.uca.edu)

- 
- SBANC Newsletter is provided as a service to the **Association for Small Business and Entrepreneurship (ASBE)** members and the **International Council for Small Business (ICSB)** members.
  - If interested in becoming a member of ASBE, contact Corbett Gaulden, Jr., at [gaulden\\_c@utpb.edu](mailto:gaulden_c@utpb.edu)
  - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

## SBANC Staff

- Main Office Phone: (501) 450-5300
- **Dr. Don B. Bradley III**, Executive Director & Professor of Marketing  
-- Direct Phone: (501) 450-5345 -- E-mail: [Donb@mail.uca.edu](mailto:Donb@mail.uca.edu)
- **Richard Armstrong** -- Graduate Assistant -- E-mail: [rea7401@cub.uca.edu](mailto:rea7401@cub.uca.edu)
- **Joe Childers** -- Graduate Assistant -- E-mail: [jwc478@yahoo.com](mailto:jwc478@yahoo.com)
- **Rebecca Cunliffe** -- Student Intern -- E-mail: [rdc0386@cub.uca.edu](mailto:rdc0386@cub.uca.edu)
- **Mark Vogel** -- Student Intern -- E-mail: [mpv0447@cub.uca.edu](mailto:mpv0447@cub.uca.edu)
- **Jill Killion** -- Student Intern -- E-mail: [jjk3542@cub.uca.edu](mailto:jjk3542@cub.uca.edu)
- **Tracy Robinson** -- Student Intern -- E-mail: [tdr13@hotmail.com](mailto:tdr13@hotmail.com)
- **Scott Russell** -- Student Intern -- E-mail: [sdr5236@cub.uca.edu](mailto:sdr5236@cub.uca.edu)

---

If you do not wish to receive this newsletter, please send an e-mail to [webmaster@www.sbaer.uca.edu](mailto:webmaster@www.sbaer.uca.edu) with the word "**remove**" in the subject line, and we will remove your email address as soon as possible.

If you would like to be added to the list, you may send a message to the same address with the word "**add**" in the subject line.