

Course Unit Title:	Direct Marketing
Course Unit Code:	MAR207
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3
Semester when the unit is delivered:	6
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain the fundamentals of Direct Marketing • Evaluate Direct Marketing efforts using established measures • List alternative applications of Direct Marketing • Describe how Direct Marketing campaigns are conducted through the use of media 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objective: To introduce students to the main principles of Direct Marketing. The managerial decision variables and media alternatives required to plan and implement Direct Marketing programs are examined in detail. Examples of Direct Marketing applications are discussed</p> <p>Description: Definition of direct marketing; decision variables of direct marketing; objectives for direct marketing programs; size and scope of direct marketing industry.</p> <p>The media of direct marketing: telephone; broadcast and electronic media; direct mail; the Internet.</p>	

Strategies for direct marketers; the strategic planning process; defining the product-market; marketing opportunity analysis; identification of strategic issues and options; selection of strategies.

Elements of the direct marketing offer; the required elements; the optional elements; customer's obligations; planning offers for multistage marketing programs; motivation of prospects to respond; process of developing a positioning strategy.

List selection and segmentation: types of lists; the list rental process; list segmentation.

Creative strategy and execution: definition of creativity; the creative process; the creative strategy; creative execution; evaluation of the creative effort.

Targeted marketing using database; components of a database system; establishing a database.

The process of fulfillment; elements of fulfillment; receiving orders; processing orders; inventory policy; warehousing issues; customer service; planning and control.

Testing direct-mail campaigns; the nature of direct marketing testing; the testing process; efficient test designs.

Developing direct-mail campaigns; advantages/disadvantages of direct mail; the "standard" direct-mail package; timing and sequencing of mailings; scheduling execution of a mail order package.

Catalog marketing; the development and marketing of catalogues; catalog design; catalog productions; catalogues and retail stores.

Telephone marketing; basic types of telephone marketing; development of telephone marketing programs; establishment of a telephone marketing program; telephone costs. Direct response in print media; magazines as a direct-response medium; designing and executing direct-response space ads in magazines; direct response in newspapers; freestanding inserts.

Direct response in broadcast media; the development of direct-response television; use of direct-response television; basic formats of direct-response television advertising; media planning for direct-response TV; creating direct-response TV ads; support advertising; direct response radio; use of direct-response radio.

Marketing on the Internet; web participants; web objectives and strategies; advantages and disadvantages of Internet advertising; measuring the effectiveness of web advertising; Internet advertising and other promotional tools.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Stone, B., Jacobs R. : SUCCESSFUL DIRECT MARKETING METHODS NTC Publishing</p> <p>Recommended readings:</p> <p>Nash, E.: DIRECT MARKETING, McGraw Hill Bird, D.: COMMONSENSE DIRECT MARKETING, Kogan Page</p> <p>Roberts, M.L./Berger, P.D. : DIRECT MARKETING MANAGEMENT, Prentice Hall</p> <p>Kern, R.M.: S.U.R.E. – Fire Direct Response Marketing: Managing Business-to-Business sales leads for Bottom – Line Success, McGraw Hill</p>						
<p>Planned learning activities and teaching methods:</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>						
<p>Assessment methods and criteria:</p>	<table border="0"> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Ongoing evaluation	50%						
	100%						
<p>Language of Instruction:</p>	<p>English</p>						
<p>Work Placement(s):</p>	<p>No</p>						
<p>Place of Teaching:</p>	<p>Blackboard Virtual Learning Platform</p>						